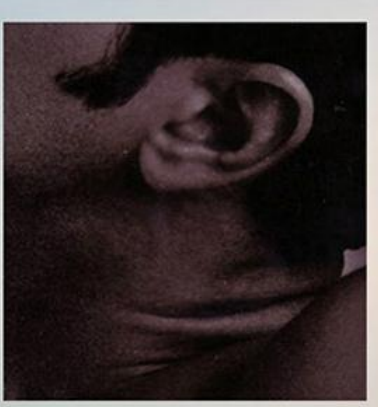
The Subtle and Very Deceitful Art of Subliminal Advertising

How to spot embeds to regain consumer and spiritual sovereignty



What can you see?

Dr Ellis I Evans

The Subtle and Very Deceitful Art of Subliminal Advertising:

How to spot subliminal advertising to regain spiritual and consumer sovereignty

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Acknowledgements

I acknowledge the missus who is my soul partner and three kids – love you all.

Dedication

I dedicate this book to Pat Cori and the
Sixth Dimensional Speakers of the Sirian High Council

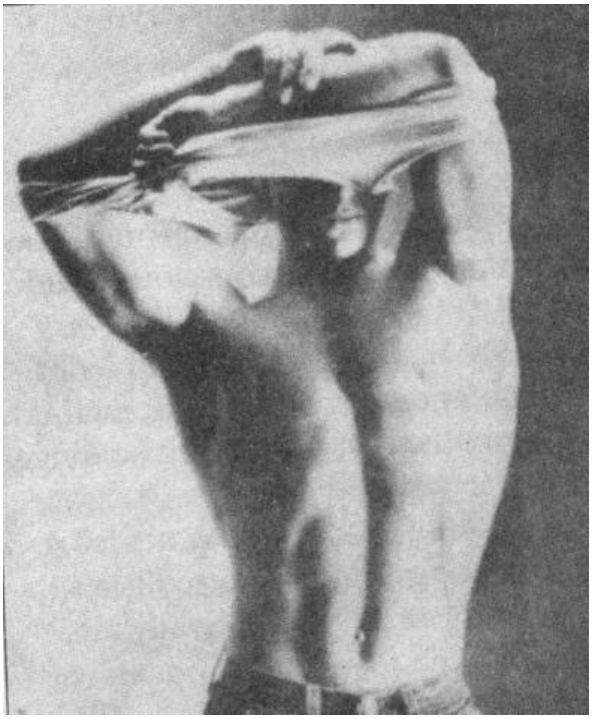
The missus and I first saw Pat giving a lecture in St. James Church, Central London in early 2001. She channels the 6th Dimensional Speakers of the High Council, and these beings have karmic resonance with us at this time as do the Pleiadeans'. I went on to attend workshops in Rome, Egypt and other places within the UK. My most enduring memories of those times occurred in the King's Chamber in the Great Pyramid, Egypt and in the Crop Circles of Wiltshire, UK. In each workshop I attended, something magical happened and I became a workshop junkie – it was all great fun. For whatever reason, I was drawn to this stuff and for the first time in my life, I felt that I was on the right path. I had no idea at that time, that all the information she presented would form the truth-quest of my next twenty-year journey. Ironically yet synchronistically, I had all the educational and life skills necessary to ask the right questions and keep on going even though few listened. Significantly, almost everything presented in Pat Cori's trilogy of channelled books has now come to pass. What a gift to mankind and to those with eyes to see and ears to listen. Regardless of the path we take, All is One, All is Connected.

Preface:

Advertising is the bane of modern life. It is everywhere, on buses, tubes, trains, trams, clothing, billboards, tunnels, taxis, buildings, web-ads, TV, radio, newspapers, magazines and mobile phones ad nauseum: it is very big business. The big brands spend millions on advertising each year and most so-called 1st world industries collectively spend billions per country per year on this subtle yet deceitful art. What is this fascination with advertising and why do hard-assed businesses spend and fritter away millions of their hard-earned incomes into the coffers of the advertising industries?

I wish to draw attention to and delve deeply into what is called *'subliminal advertising'*. The individuals and organisations behind the concept of subliminal advertising go way back to at least, the late 1950s. If you are interested in understanding the inception of subliminal advertising within the film and fashion industries, you can start with the seminal works of Wilson Bryon Key called, 'The Age of Manipulation', (1989) and 'Media Sexploitation', (1976). Similarly, if you are interested in how the psychology of advertising is supposed to work, look no further than L.J. Scrum, 'Psychology of Entertainment Media', (2004).

In chapter 1, I briefly discuss the psychology of subliminal advertising as it is used overtly and covertly within the milieu of social media. I then go on to illustrate and discuss both old and new examples of this psychologically subtle, yet deceitful art. By the time you get to the end of this chapter, you should be armed and primed to find your own examples of subliminal advertising. When I was first primed in the art of looking for subliminal advertising. I could not believe the scale of its input: it is everywhere! Subliminal advertising is a dark art and when we understand its intent, several questions naturally arise, *why are they doing this and what else is going on under the radar of our consciousness*. Wilson Bryan Key eloquently explained the context of society, subliminal advertising and consciousness as, "living in an age of manipulation". The methods of subliminal advertising are so subtle and easily missed that you could easily go through school, university, nay, your entire life reading books, magazines, watching TV and notice nothing! Can you spot the subliminal embed on the following page? The model is David Beckham by the way. I reveal it all later.



In chapter 2, I discuss the concurrent use of subliminal advertising and predictive programming. Alan Watt[(2)] defined predictive programming as "the psychological conditioning by governments and other powerful bodies and leaders, through the media, to acquaint the public with planned changes in our society long before they happen and to reduce resistance in the population". Watt's definition is succinct in that he defines a method and means of dissemination of these types of propaganda. Predictive programming is all about manipulating political and societal behaviour ahead of time. We are 'nudged' into cheerleading some or 'Hitlerising' others. Predictive programmers work above the level of state leaders and their niche is found within the interstices and dark shadows of the media. We recognise these individuals as media pundits, comedians, captains of industry, historians or politicians and literally, they speak with forked tongues. There are also several well-known 'predictive programmers' in the alternative media. They appear well versed in esoteric and spiritual practices and are primed with information on future events. Regardless of the clothes they wear, they work exclusively for the interests of the Cult. I define the Cult later in this missive.

Predictive programmers can also be found within the political arena, and it is here that life gets very interesting because we are forced to tumble, headfirst down the rabbit hole. Forms of government such as Democracy, Socialism and Communism are not what they seem. These supposedly contrasting ideologies are born from the same dark energies of the Cult. Therefore, regardless of the political ideology almost anywhere in the world, the Cult control both sides of the argument, both sides of the coin. The Cult do not care whether you define yourself as Communist, Democrat, Republican, Tory or Labour, they simply demand your compliance and obedience to one or other of their affiliated political organisations.

To those old enough to have lived through the latter years of Margaret Thatcher's reign and introduction of Tony Blair's New Labour, there was very little change in political ideology and consequent policy. Tony Blair used different words and terminology, yet his actions mirrored Maggie Thatcher. This book, however, is not about politics, it's about the devious and covert methods used by the Cult to get us to vote for their man or woman, bend the knee and to buy their latest 'must-have'. In other words, political predictive programmers, enable their wares via the printed page and programming screens of social media. Subliminal embeds and the

actions of predictive programmers are simply, tools of the hidden persuaders, spearheaded by the Control Grid of the Cult.

One of the biggest secrets of our reality is the presence of aliens amongst us whose technologies have changed and shaped societal development throughout time and space. Examples of scientific breakthroughs aka significant alien-gifts include, the *npn (n-type and p-type semiconductor)* transistor, the microchip, microwave ovens and radar to name just a few. In other words, there is a lot going on within planet Earth and hardly anything is what it seems. The Cult, Elite, Illuminati, Golden Order, call them what you will, are the initiators of subliminal advertising and drivers of an agenda that imposes a ‘ceiling’ on our perception. They see us as nothing more than chattel to be used till death. The reality of who and what we are is vastly different and I detail our lineage in one of my other books[(3)]. The main focus of this chapter relates to the seamless marriage of subliminal embeds and predictive programming to covertly instil 'secret memories' and concepts of future events into the consciousness of humanity. It’s all about the psychology of the masses as defined within the lens of the Cult.

For example, back in early 2000, the fashionistas of the day, especially top models wore black, wrap-around sunglasses, to emulate alien-looking eyes. This is one example of covert-overt predictive programming through the use of subliminal advertising. The purpose of these types of subliminal embeds was to programme and prepare us for the day when first contact occurs, probably with an appearance by the 'greys'! I illustrate this aspect of programming using 'alien' subliminal embeds later in this book which are literally out of this world!

Look at the image below, is it 'co-incidence', non-sense or programming of an event well before it happened. This episode of the Simpsons aired in 1997. The event itself, '9-11', took place on September 11, 2001. The Simpsons was very popular in the mid-1990s for both kids and adults. If you search the internet for examples of ‘Simpsons and predictive programming' you will find lots of other ‘co-incidental’ predictive messaging embedded within this one popular cartoon series.

Predictive programming is all about gaining hearts, minds and compliance to state diktat well before the event happens. We need to understand how predictive programming works in order to free ourselves of the Cult-diktat shackles on our consciousness.

In chapter 3, I draw attention to what many people call the Balenciaga Scandal. Quite simply, a high-end fashion magazine was caught peddling subliminal embeds and predictive programming of children in very weird situations. The fashionista ad companies were caught red-handed on this occasion because many individuals are finally waking up. These types of events have been going on for years and it is common parlance within the halls of finance, politics, industry, government, fashion, media and the music industry. If anyone needed proof positive of the dark arts squarely

aimed at manipulating our perception, the Balenciaga Scandal encapsulates all of it.

In chapter 4, I connect the dots and end this book with an explanation and discussion on the *intent* and objectives behind the use of subliminal advertising and mass mind control. Simply put, the aims and objectives of these technologies are to covertly embed hidden messages within the printed matter whilst simultaneously entraining our brain wave activities to accept these messages of coercion and social control more easily. The end game of these technologies is, to (a) covertly manipulate our spending choices and/or (b) plant suggestions within our sub-conscious on how to react and respond to individuals, places and countries and (c) covertly manipulate our brainwave activities towards the goal of complete behavioural and societal control. The marriage of subliminal advertising concurrent with the use of mind control technologies has led for some individuals to what irreversible changes in behaviour and perception – some are merely state zombies. Eventually, those caught within the crosshairs of perceptual manipulation via subliminal embeds. predictive programming and frequency entrainment via their digital devices will snap out of it.

In my **Conclusions**, I bring together disparate and seemingly un-related events to unpick the weft and weave of subliminal embeds, and other control programmes such as friends, family, religion, work, play and entertainment that interlace and bind our societies through time and space. Subliminal advertising goes way beyond the manipulation of consumer spending choices. Subliminal advertising in all its forms, influences and covertly 'nudges' us adopt views or attitudes to peoples, places and issues almost before we have had the opportunity to even consider these events – that is what predictive programming is all about.

The use of religion as a control mechanism has now been superseded by Digital Age consumer products. Instead of using religious or philosophical text to control us, they covertly engineer our obedience by piquing our sub-conscious using embedded images and language within consumer digital products such as computers, tablets, smartphones and Alexa-type devices. The planned coup d'état of humanity is almost in place and at the appropriate time and under the spell of embeds, predictive programming and mind control techniques enabled via a few of our digital products, we act out, exactly as planned. Subliminal advertising has always been used against mankind; it is everywhere, yet nowhere. The use

of this dark art took off with the availability and advent of the viewing screens of newsprint, magazines, TV and film. The control-trap was sprung onto humanity with the introduction of mobile phones and life has never been the same since. The young especially have been the most adversely affected because (a) they cannot remember a time before the Digital Age and (b) like everyone else, their physical, biological and mental bodies cannot evolve fast enough to the onslaught of microwave radiation which is at least 1000,000,000,000 (one thousand billion) times stronger radiation than natural cosmic background levels of microwave radiation.

Although most folks who spot subliminal adverts may think it a giggle and, in many instances, they are, there are myriad dark forces of ***intent*** behind them. The dark energies of the Cult are busily unleashing technologies on us that work on different levels of our sub-conscious to shape, manipulate and change how we think and consequently, act. Subliminal advertising and any method of persuasion that targets the sub-conscious is an invasion of body and spiritual sovereignty. Our sub-conscious sees all, knows all and forgets nothing. It is paradoxically, part of yet separate from us. The ideas and messages that are embedded within our sub-conscious viewing screens are designed to surface in the presence of appropriate 'triggers'. It may manifest itself the next time we are faced with a new buying decision or how to react to individuals of a different race, culture, age or gender. The most amazing 'aha moment' regarding any form of covert social control is that once you understand how it works, it has no power over you. You become immune to covert outside influences and persuasions to freely choose your next move. The freedom to choose is what makes us human. That was the whole point of the Matrix trilogy back in 1999 – choice and how to re-enforce the anomaly within the Cult equation that runs the programme of 'comply and obey'!

Think about a typical day in your life yet view it as an outsider or an alien or stargazer who knows nothing of the culture and habits of human beings. Closely observe your space and note what occurs each time you step outside you house and travel to work by bus, train or underground, go to the cinema or watch sport. From dawn to dusk, you are exposed to the same advertising spiels across disparate social media, every second and hour of every day. Each image and brushstroke is laced with the intent of the individuals and organisations who aim to covertly 'capture' your attention and sub-consciousness to embed current or future courses of actions, thoughts and events.

If you are over 40 years old, read this next paragraph with care. Have you noticed how almost from nowhere the number and predominance of black, brown and yellow faces within TV adverts, billboards and print matter. Have you not noticed how many black faces appear within the print matter of the BBC and across its viewing devices. During COCID-19, did you note how many instances of BBC reporting from all over the world strongly featured individuals wearing facemasks, even rebel groups and protesters? Is this not an up to date and very current form of social programming? The media, in all its forms and platforms are told what to disseminate in order to programme you and me. This is a relentless bombardment of our senses. All of it is nothing more than programmed mind control and the Elites spend billions of dollars, pounds and Yen in doing so. Subliminal advertising in all its forms is, therefore, very important to the Elites in spite of its long-term costs. The sole purpose of this book is to expose the tip of a very large iceberg in order that we are able to make choices and decisions based on sovereign, in-alienable rights as spiritual human beings.

Chapter I: What are subliminal adverts?

The missus and I attended a spiritual workshop hosted by Patricia Cori in early 2000. There were about 40 of and it was a big class. One of the exercises we carried out was to look at adverts for hidden messages. Pat had this amazing capacity to almost instantly 'see through' advertising material for embeds and other hidden messages. One thing she did say was that she has noticed a shift in emphasis in advertising materials. There appears to be more 'alien' faces, featured as subliminal embeds and because of this emphasis, we are being prepared for first contact with extra-terrestrial races in the not-too distant future. She also noticed symbols hidden in the artwork that relate to the symbolism of the black arts and black magic. Thirdly, a genre of the models used by the advertising industry appear to be androgynous i.e., they are neither male nor female and, in some instances, males are used to sell 'female' stuff'.

Subliminal adverts are covertly embedded images and 'messages' that 'speak' to the *subconscious* and not the *conscious* mind. Subliminal adverts are used as tools of persuasion by media manipulators. There are three levels of institutional control behind the media manipulators, and we can break these levels down using the analogy of a pyramid. The bottom level of the pyramid represents the print barons, fashionistas and advertising companies. These are the 'gofers' or enablers of messages passed down from the middle level of the pyramid. At the middle level pyramid, we find government leaders, academics, state 'nudge units' e.g., Tavistock Institute (UK) of psychologists, and technocrats. The top level of the pyramid is where the real powerbrokers hang out: The top tier pyramid houses the *elites*, or I like to define them as the Cult or aristocratic dragon bloodlines. I have fully described the bloodline Cult in an earlier missive, called 'All about the wonderful you'[(4)].

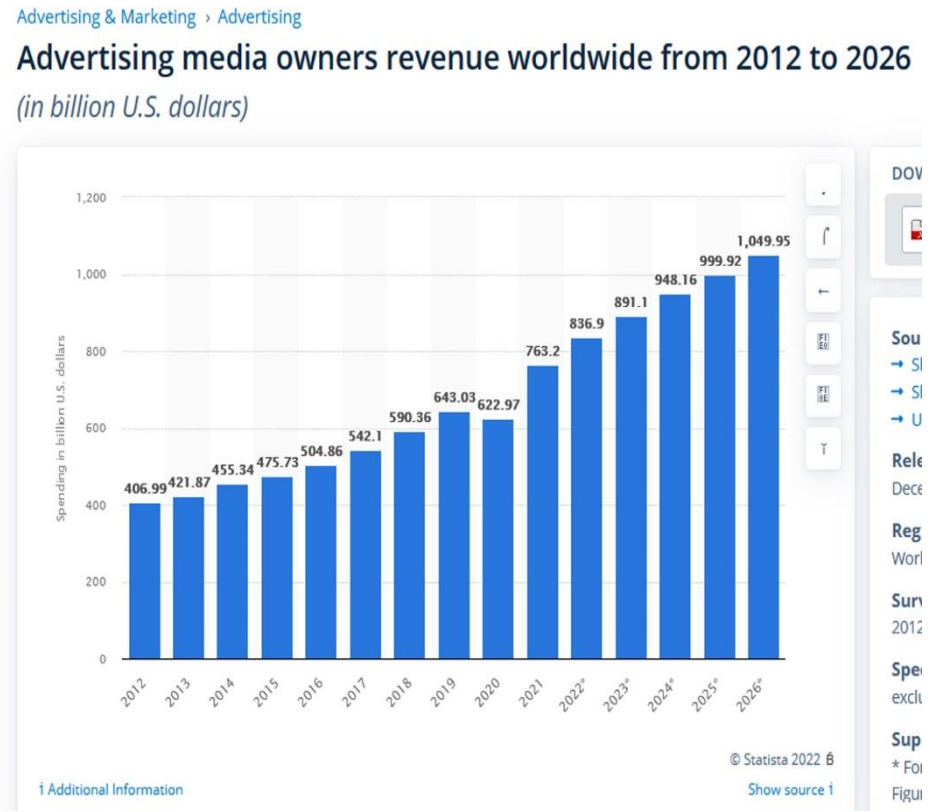
In other words, subliminal advertising is used by the elites to covertly and psychologically 'nudge' us to do this, rather than do that. It is a velvet glove control mechanism that works across all genders, ages, cultures and countries that habitually use computers and modern telecommunication networks.

Almost everyone who runs a business understands the importance of letting consumers know where they are and what they sell. Most businesses simply buy space in a newspaper and supply their own

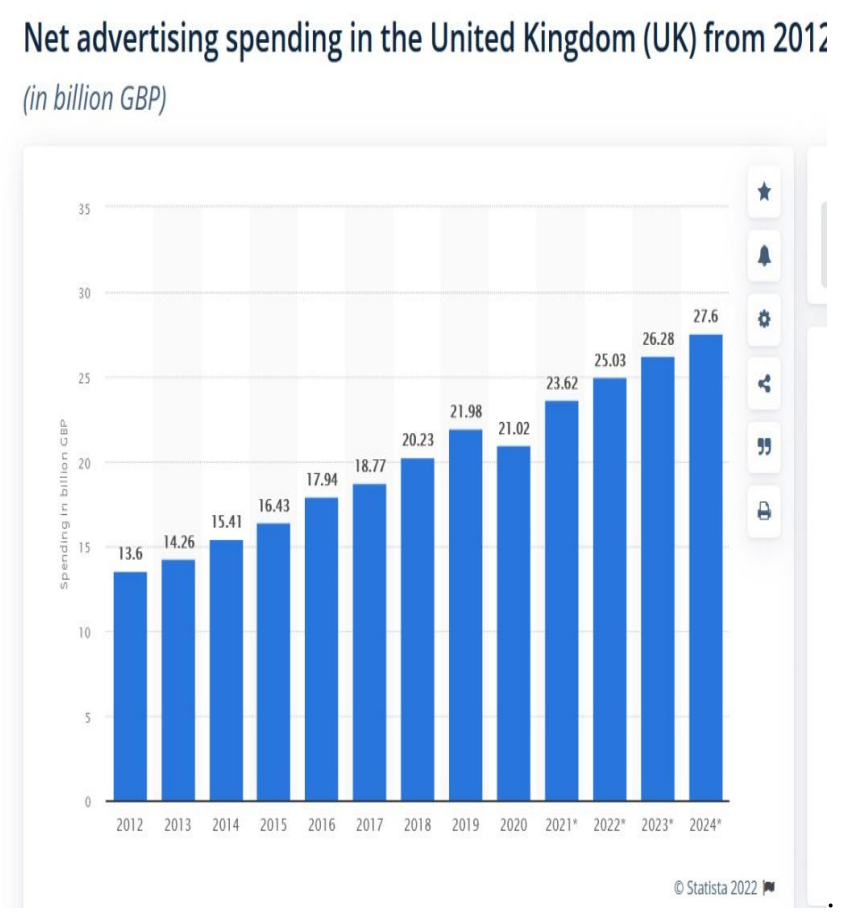
advertising material. Subliminal advertising, however, is predominantly found in the high-end printed matter of fashion, sport, politics, entertainment and almost anything related to youth industries. It is within these commercial spheres of big money that the 'below-radar' embedded messages are covertly crafted into view. Subliminal messaging is embedded in advertising material for a variety of reasons, notably to (a) stimulate our consumption and spending patterns, (b) alter our moods, and (c) enhance negative or positive associations between ourselves and other peoples or places.

The advertising industries pull in billions of pounds, dollars, yen and roubles, globally, each year scribing subliminal embeds. These industries quietly stay in the background and carefully scribe embeds for dozens of top companies' year in and year out. The global spend year on year from 2012 – 2021 is below:

The total global spend from all industries on advertising for just 2021 was 763.2 billion US dollars!! Covid-19 lockdowns across the globe made no difference to the amounts of monies poured into this one niche market.



Data from the UK spend on advertising for 2021 is also very interesting. This little country generated 21 billion pounds of ad work. Interestingly, the UK government was the biggest spender on advertising with 163 million for the years 2020 and 2021 respectively. A freedom of information (FOI) request is needed to find out how much of the 163 million pounds was spent on messaging around COVID-19. This one issue turned into a government-inspired fear-fest because it was relentlessly disseminated across all social media day in and day that we or other people would die if we did not wear a mask and/or socially distance ourselves.



The advertising trade websites show that the UK government spent more than Unilever and Sky as the biggest UK advertiser of 2020 and 2021: advertising is very important in times of 'crisis'.

The power of symbols and imagery

The Cult are aware that human beings react to symbols and imagery in powerful and positive ways. This is how the human psyche is coded and they know how to use it against us. In much the same way that a smell can take us right back to a time 40 years previous, an image or symbol dangled before us evokes all sorts of psychological, sexual and past memory reactions.

Enough chat for now, look at Figure 1 below, relax your gaze and seek out the embedded message. Focus on areas that catch your attention. Once we identify a subliminal embed, our consciousness will never forget it; it will simply jump out at you! I will show you where the Figure 1 embed is artfully scribed into the image further down the page. Some individuals will identify embeds straight away and others, me included, have a hard time finding it for the first time. As in all things worth understanding, follow your intuition and inner knowing.

Figure 1: subliminal advert usually found on a t-shirt

We have a subconscious and a conscious mind. The subconscious mind misses nothing, and it is at this level of consciousness that our media manipulators target their subliminal messaging. The easiest way I can describe the workings of the sub-conscious mind is to say that the mind interprets anything it senses as particles of light of different frequencies that pass straight through to consciousness unfiltered. It senses everything yet censors nothing. I also strongly suspect that the sub-conscious mind picks up on the intent of the individuals behind the subliminal because consciousness itself is nothing more than an overlapping energy field.

The conscious mind is somewhat conditioned and influenced by life experiences, expectations and the complex super-database /supercomputer

called mind. The conscious mind filters out the everyday facets of our environment in an attempt to simplify reality. As an example, you walk out your front door and notice paving stones, lamp posts and a tarmac road. After one month of this you lose sight of the cracks between the stones, the stones themselves and the lamp post. You sense the side of the road out of your peripheral vision because that part of your journey represents danger. Your conscious mind has attempted to simplify that which it habitually experiences by ignoring it. After a longer period of doing the same things each day with not much changing, you experience what you expect to 'see' minus the bits you seamlessly filter out. In other words, and particularly if you drive to work, you are almost home even before you begin your journey.

Our consciousness is largely but not exclusively based on simplified vistas of repetition and what we expect to see. Although consciousness is able to interpret reality from a sea of infinite possibilities, our mind's 'eye' expectation posits a filter on its perception of that reality. Even though there is a lot going on within our physical environment, our perception of reality is limited to that which our mind expects to see and thus, experience. Perhaps, this is one reason why children 'see' more of our hidden world than adults who tend to shut down even more as they age! Children are, indeed, much more open to reality because everything is new and fresh in their minds. The old saying, "you can't teach an old dog new tricks" is relevant here.

If that is so, it is little wonder that this form of subliminal delivery is so effective. Therefore, the subconscious mind sees all and interprets everything it ‘sees’. The subliminal embed posits itself on the viewing screen of our rational conscious mind when self-primed questions such as "what shall I eat, smoke, drink or who do I vote for"?

Life is energy, frequency and vibration – Nikoli Tesla

I do not define the working of the brain, mind nor consciousness. None of that really matters within the context of subliminal advertising because I simply want to emphasise, we have a conscious and sub-conscious mind. The sub-conscious mind sees all and forgets nothing. How mind, brain and consciousness function have vexed philosophers for many a year. In order to simplify a complicated set of variables, I reduce everything related to brain, mind and consciousness as nothing more than concepts of energy, frequency and vibration. Some of these terms can be classified and

quantified at a superficial level i.e., how the brain works and some aspects of mind such as left and right hemispherical working, yet consciousness eludes present-day study. In times to come, mankind will have the analytical equipment and understanding to measure consciousness. What I am really trying to say is, the language and terminology of what consciousness is and how it works to interpret reality, presently eludes us. That quest is not important and outside the scope of this book. What I can say is simply this, the world does not work in the ways we think it does. Nothing is ever as it seems and within that milieu of not knowing, I ask the reader to simply focus on what we understand of the conscious and sub-conscious mind.

We do not ‘see’ reality through our eyes. What we see and how we process it takes place somewhere in the brain-space of our head. Somewhere in the brain-space region of the body is one of the biggest computational devices on the planet: our mind. What we see as physical reality is an effect of the brain processing energy streams of different frequencies and its interpretation into reality via the mind as it crosses the veil of our consciousness. The headspace is therefore, one of our sites of perception, image-processing, and subsequent interpretation of reality. There are other sites of 'consciousness' and these include the main chakra sites of the body, especially the heart. I delve no deeper into this because it is out of scope for the objectives of this missive.

In other words, we interpret the world according to our experience, cultural mores, traditions expectations and 'awareness' of consciousness. We therefore respond to embedded symbols or imagery as socialised beings. Therefore, depending on our social class, age or ‘race’, we may respond to images or words almost predictively. The number one trigger word used by media manipulators is the word ‘SEX’, especially in the fashion and youth industries. Other words also act as triggers if they have specific cultural meaning e.g., fuck, die, kill, nigger, honky, gay-boy, or whatever social descriptor is chosen. I call these cultural 'triggers', politico-speak. In other words, they are used within the political and social spheres devoid of consumer spending decisions. The term 'trigger' is simply defined as getting your attention either at the conscious or sub-conscious level.

The use of 'triggers' within subliminal advertising therefore lends itself well to social control embeds such as, consume, obey, comply, work hard, get married, etc. I now return to our little teaser subliminal embed from

Figure 1 and once revealed, it will jump out at you. Scroll up and look at Figure 1 again to spot the embedded ‘trigger’ that consciously you miss yet sub-consciously you fully understand its meaning.

Figure 2: Subliminal advert revealed on a t-shirt

Once seen, never forgotten! The next time you see this embed, it will jump out at you spontaneously without you having to think about it.

How to look for subliminal embeds and other manipulations:

Women in general are usually (but not always) more in touch with their intuition, feelings and emotions than men. Time and time again, my missus is so much quicker than me in spotting subliminal embeds. If you are in a couple, buy 3 or 4 mags you are both interested in, take one magazine each and peruse the pages. The reason for the boy, girl approach is to identify male or female triggers more quickly. This is also a good exercise to do with your granddad or grandma, simply because they have lived much longer than you and experienced much more of life. The front page of any glossy mag is usually the target area and best page as introduction to discovering subliminal embeds.

Grab a drink and make yourself comfortable. Ensure the room you are in is filled with bright natural light or decent lighting because (a) you will use intuition more than eyesight and secondly, you will be searching amongst the shades, shadows and contrast of the printed page:

a. skim quickly through the magazine and spend no more than a few seconds on each page and quickly make a note of any pages in which something caught your eye.

(b) think about what you have just seen and go back to one advert that caught your eye and look again. What caught your attention? Was it how your eyes were led from one part of the page to another part of the other? Did you sense or see something peripheral in the shadows of the product being advertised?

(c) was your attention drawn to the face or bodies of the models? Did you spot unusual grammar that particularly caught your attention? Was the advert slightly suggestive, hinting of societal taboos? Did you notice something about how the model was standing/sitting? Did you notice that something was not quite 'right'?

(d) did the genre of the advert i.e., black, grey, white and wispy visualisations of solid objects or bodies hint at something more than simply whetting the appetite of the eyes?

These are just some of the techniques that are used by our media manipulators to get the message across several different levels and in a

number of different ways. Some of these adverts are extremely sophisticated, polished and subtle. In fact, most of them consist of single lines of shade and contrast, scattered at different angles to avoid any interaction with conscious mind. These subtle shadings mask the embedded meaning to the conscious mind, yet nothing escapes the sub-conscious mind where all of it is registered, rimed, locked and loaded.

Once you have identified a couple of adverts, arm yourself with a big magnifying glass, put the magazine on a flat surface, relax your eyes, ease your expectations and re-examine those adverts which particularly caught your attention. Alternatively, scan the page, at highest quality and import into your favourite editing software programme and apply different filters to the image. It is surprising what comes through when you invert the image or apply a blur or sharpen algorithm. It is much easier magnifying the image using a computer, but your nature-given spiritual intuition and internal filter pick out embeds much more easily.

What you are looking for is usually found in the shadows and simply allow your intuition to guide you. This is not an easy exercise to do first time around but remember that much of the advertising material is meant to engage us at the level of the subconscious mind.

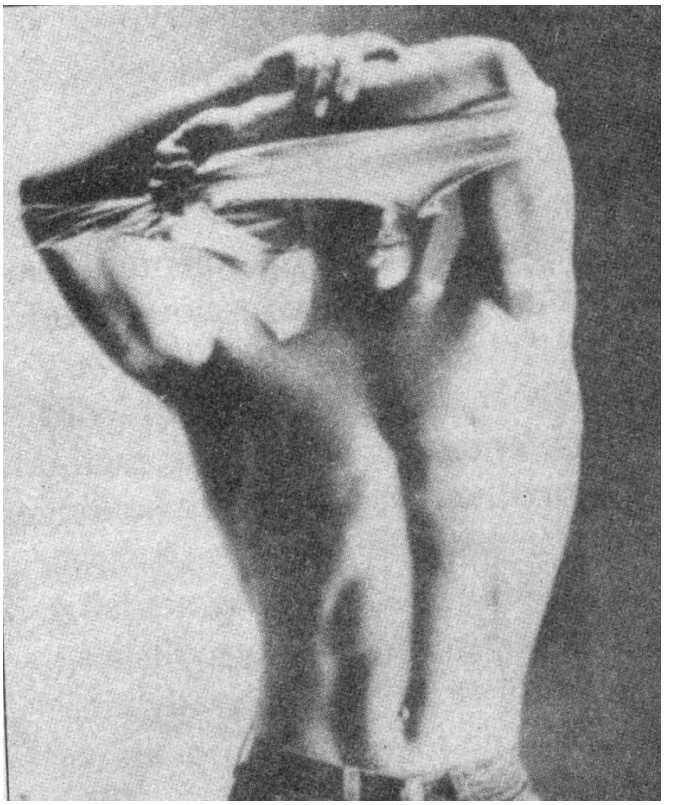
The subliminal embeds can be anywhere in the advert and embedded at any angle. I quite often find embeds whilst turning the advert sideways, upside and at oblique angles to my eye-line. Prominent places to focus attention are, the forehead, around the eyes, bridge and sides of nose, cheek and especially the hair. Other areas include crotch, breasts and legs. Fashion magazines are good places to start for these types of embeds and if you are into political embeds, the forehead, eyes and cheeks. I have found plenty of embeds in all sorts of magazines and I describe some of these next.

Remember, the subliminal embed scribers understand our brain/mind/consciousness spheres much more than we do. They practice a very dark art and I suspect these techniques were developed sometime in the mists of Atlantis.

Subliminal advert 1: David Beckham modelling for Soloflex

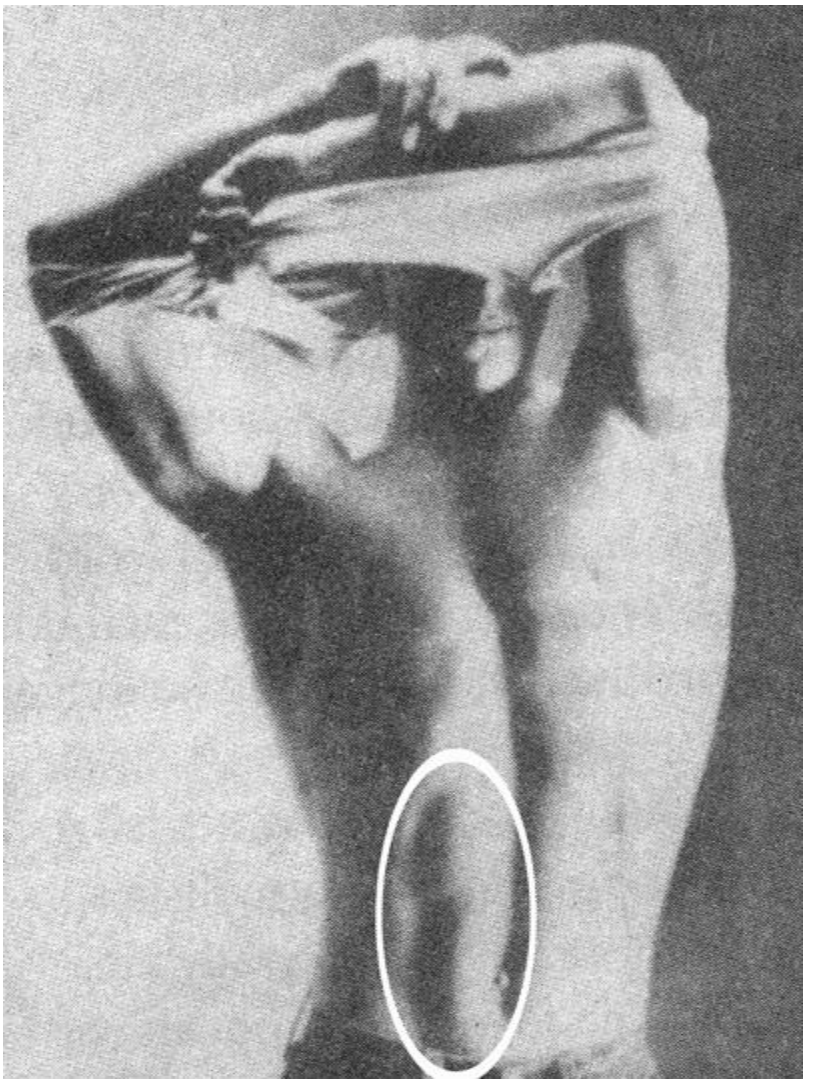
The adverts from Soloflex focus on men and men's clothing. The style is shadily artistic and very suitable for subliminal embeds. If you know something about the appeal of this particular magazine, it may give you a clue where to look. Embeds for men and men's clothes usually focus around the crotch, arms, chest and face. Check out the Soloflex advert below and spot the subliminal embed.

Advert 1: Soloflex



All is revealed in subliminal Advert 1A below.

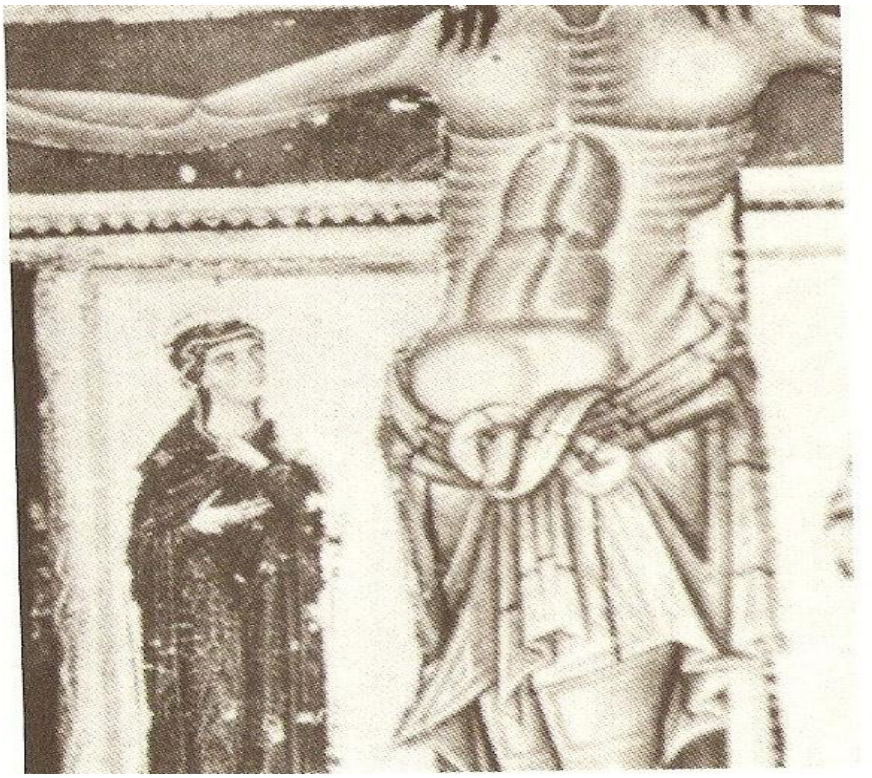
Subliminal advert 1A:



If you look closely inside the white rectangle and follow your gaze from Beckham's belt to the top of the rectangle. Can you see it now? The subliminal embed is a large dick or penis. Many adverts of this type use shade and contrast to hide stuff in plain sight.

Subliminal advert 2 is quite well known and this embed should also jump out at you because this genre of subliminal embed has been used for many, many years.

Subliminal advert 2: Depiction of Jesus seen in many paintings and window vestibules



This image of Jesus is crafted in the same style as the previous embed. Note the use of shade and contrast to craft several covert and crafty subliminal embeds. The embeds can be viewed on next page.

Subliminal advert 2A

The main subliminal embed above illustrates a ball sac (testicles) with the penis shaded into what is normally the six-pack area of the upper body. Also, of note is the smaller penis that starts at the top of the belted area and slopes downwards. This is a typical of the 'in your face' subliminal embed although naysayers may argue it is just an upper body torso, yet the ballbag at the base of the dick more or less confirms the intent of the manipulators!

The next example is a Disney subliminal embed. Disney is a dark energy organisation especially in terms of mind control and other dark stuff. The

issue here of course, is Disney makes films for young children and has a huge toy franchise and several Disney-lands all over the globe. If you have time, check out Brice Taylor's book called, 'thanks for the memories'. She broke her conditioning as a MK Ultra mind control sex slave and her book catalogues many of her abusers by name, what they did to her, where and when.

Subliminal advert 3: Little Mermaid,

Disney subliminal advert

See Disney subliminal advert 3 below.

Subliminal advert 3A: Little Mermaid

The big dick theme is here is outlined in green. On the left-hand side of the image, you can see some sort of ghoul or animal-demon outlined in blue. Immediately halfway up and below the base of the dick I have outlined in blue, several skulls. You will need to switch back to the original to view in context. In fact, there are quite a few of the skulls and they are difficult to contextualise because this image does not have a high enough resolution. Perhaps, the little mermaid DVD film might yield better quality images, but the ghouls and skulls are all over the place.

Back in the day, cigarettes, particularly in the 1950s onwards were gold dust to the advertising industries. They were introduced as cool things to have, use and be seen with. Many film stars of that era were snapped smoking cigarettes i.e., product placement, and even medical doctors extolled the virtues and health-giving effects smoking filtered cigarettes. I illustrate a couple of golden oldies from that era.

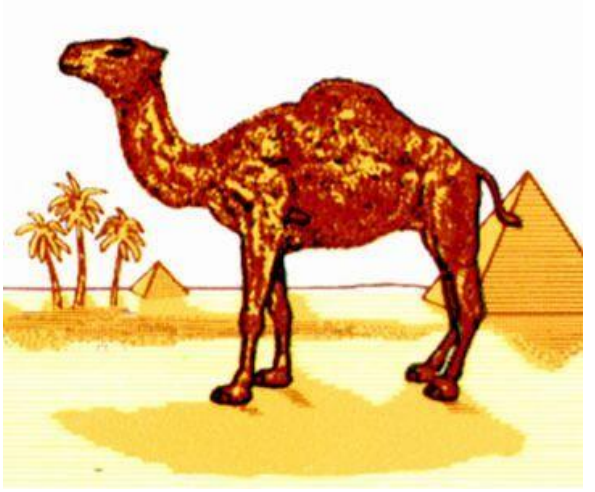
The first Camel advert is very arty, what do you think?

?

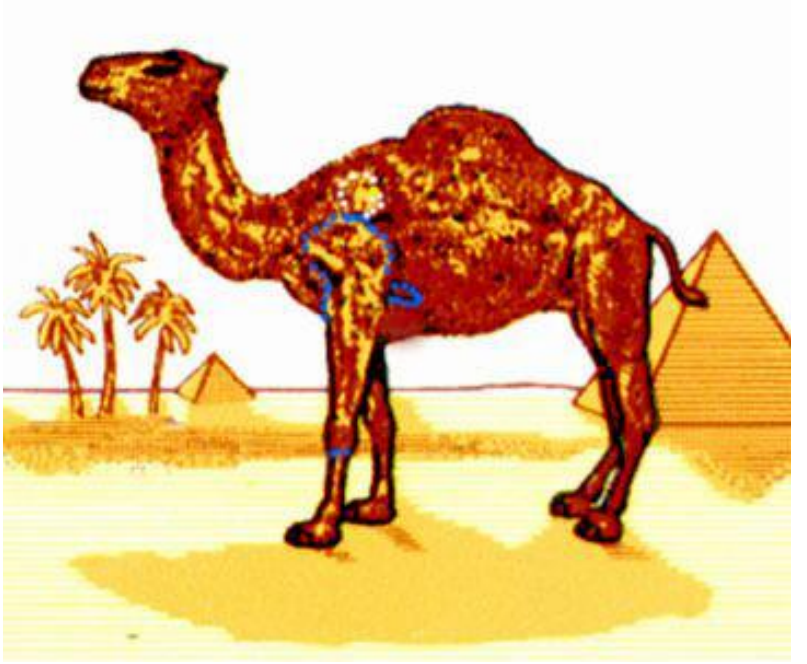
SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.
What you're
looking for.

Follow the wisps of smoke to reveal a camel. Nicely done, up front. There is stuff going on with the smoke wisps as they exit the model's mouth and her ear, yet it is difficult to get a real feel for what is going on because of the poor image quality. I do not spend too much time on each image because it will quickly make sense to you or not. Spotting subliminal advertising embeds is an intuitive process and just go with what you firstly, feel is going on. If you find yourself searching for embeds with no result, it simply means there is nothing there.

Subliminal advert 4, Camel's back to front bearded man exposed dick



Subliminal advert 4A, Camel's human dick



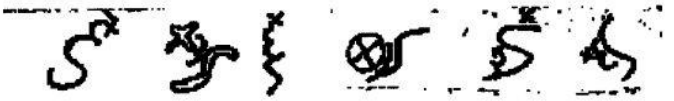
The subliminal embed looks like a man facing east with his dick out. As funny as these embeds appear, they target your subconscious not conscious mind. Back in the day, you would probably smoke these cigarettes without thought. The question is, what made you pick those cigarettes over other brands? The absolute pay-off to the media manipulators is this, did you pick these ciggies because your father smoked them, or did you sub-consciously remember this embed and its brand, moments before you decided to start smoking? Industries spend billions on advertising; therefore, the payoff must be lucrative to the cigarette manufacturers. There are few people in any industry who simply throw good money after bad!

Enough of dicks but let's stay with SEX because this one word, image and symbol is all over the place.

SEXy Symbols

The image above is an excellent example of the way in which the word SEX can be embedded subliminally into an everyday object. The word SEX can be found in at least 3 places and a prominent one is between 12 o'clock and 3 o'clock. The other two can be found between 5 o'clock to 9 o'clock and finally, from 9 o'clock to 12 o'clock. The subliminal embed image is from Pierre Cardin.

The second image is a collage of commonly used symbols taken from http://www.poleshift.org with several examples of how the word SEX is embedded subliminally into adverts. Each of the symbols below spells the word SEX but each symbol has been embellished in different ways e.g., each letter may be on top of each other, small s Big E, Big S small e etc. The E and X tend to form a single letter which is why it took me quite a while just seeing these things. Check out this site for some excellent examples of how our media manipulators spell the word SEX in unusual contexts such as embeds in 'worry' lines etched into the brow, on top of the eye lid, the glossy bits of the lips, arms, fingers, elbows and neck etc.



We respond to symbols in much the same way we respond to words and imagery. The media manipulators know exactly what to put where for maximum effect. The next lot of subliminal embeds focus on the subliminal embed of the word SEX.

Subliminal advert 5: Pepsi, oh yeah, baby

The subliminal embed has been designed in such a way that you will only see it in a shop or supermarket shelf. In other words, it was designed purely for selling stuff, nothing else. The embed spell is literally broken if the Pepsi can is seen by itself. All you can see is coloured letters on a dark background. See the following figure to solve this most ingenuous puzzle.

Subliminal advert 5A: Pepsi, oh yeah, baby!!

I carry on with the theme of SEX below.

Subliminal advert 6: Threesome

There is a lot going on in this subliminal and I want to point out (a) the sexy model is obviously relaxed and (b) the models are positioned in such a way that your gaze starts from either of two positions i.e, it is meant for either gender. This route is for the *women*. Starting from the man on the right, your gaze is attracted to his crotch area and then your gaze goes up the arm of the pretty model to her face and breasts. As you gaze at her right-hand breast, this brings into focus the other model holding his drink. This route is for the *men*. You are attracted to the breasts or face and note her very laid-back position. You sense the intimacy of all three and that one model is holding a drink – the word, threesome' may flash across your consciousness.

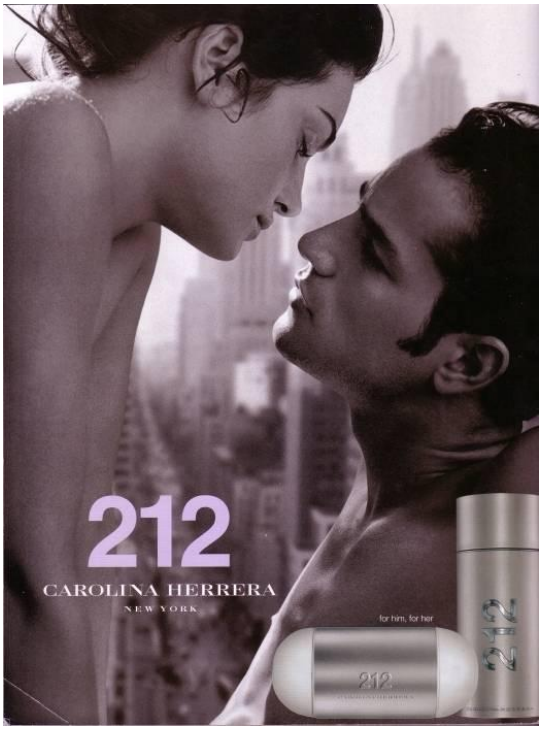
Do you notice anything going on with the model on the left of the girl? Follow her elbow which sort of guides your vision to the subliminal embed.

Subliminal advert 6A: Threesome

The shades of contrast within the circle show a rod of penis. The woman's elbow points to the penis bulge and it is obviously shaded and emphasised because the position of his dick is higher than you would expect, especially considering the tight pants on the geezer. The other embed of note is to look between the model-guy's legs and you can clearly see the outline of a vagina. Can you see it? Look just outside the black band at the 9 o'clock position. Do you see it now?

The next one is interesting because this embed is hidden in plain sight and it is very, very graphic. When you look at the next one, de-focus and just allow your gaze to go where it wants to go. There is a lot going on!

Subliminal embed 7: Hidden in plain sight

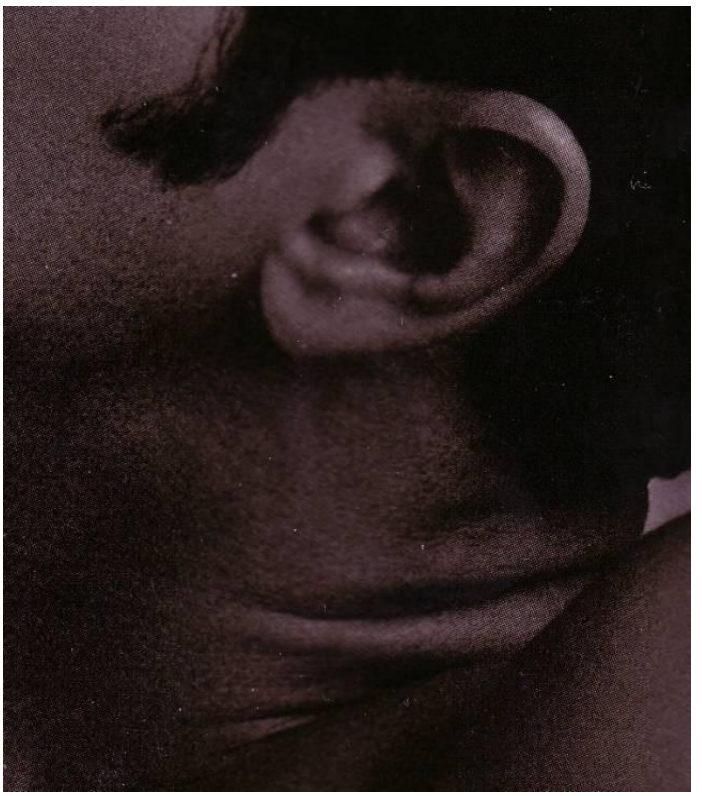


Perfumes for male and female seem to attract significant subliminal embed interest. This is probably because each item is relatively expensive, made in New York or France and sponsored by film stars and the fashion and media industries. Relax your gaze on this one and then look again, can you see this embeds?

First thing to notice are the buildings behind the couple. They symbolise the surveillance state we all live under. If you look past the couple and softly de-focus your gaze and screw your eyes together. What do you see in the middle of the image? Note the two black rectangles that represent eyes. When you have found the main pair of eyes, look for others and you will spot several pairs of eyes. Looking at you, looking at the models. Once again as previously described, this symbolises the perennial nature of state surveillance and their power in watching over our ever move.

The next step is to focus either on the male or female. Incidentally, both genders provide oodles of covertly crafted subliminal embeds and we start here first because the embeds are much easier to spot. The following image focus on male energies because this is what most guys regularly think about – clue, the artwork is very erotic. Take your time here and let your intuition (and imagination) guide you.

Subliminal embed 7A: Hidden in plain sight



Do you see it? Allow your conscious mind to linger in the shadows, hues and contrast of intercepting shapes and lines. Deconstruct any mind response which is automatically delivered to your consciousness before you even have time to think. Turn the page upside down and side to side – be playful and non-judgmental with what you find. The following image reveals all.

Etched into the neck folds of the male model is a vagina. The bottom image is turned 90 degrees to the left. Go back to the full original and put the whole thing into context. If I was buying perfume, it would be for the missus, hence the honey-trap embed of a woman's vagina. It's the imagery of the vagina and its, association within your sub-conscious that will probably get you to dig deep into your pocket to buy this special gift for your loved one.

Subliminal embed 7B: Hidden in plain sight

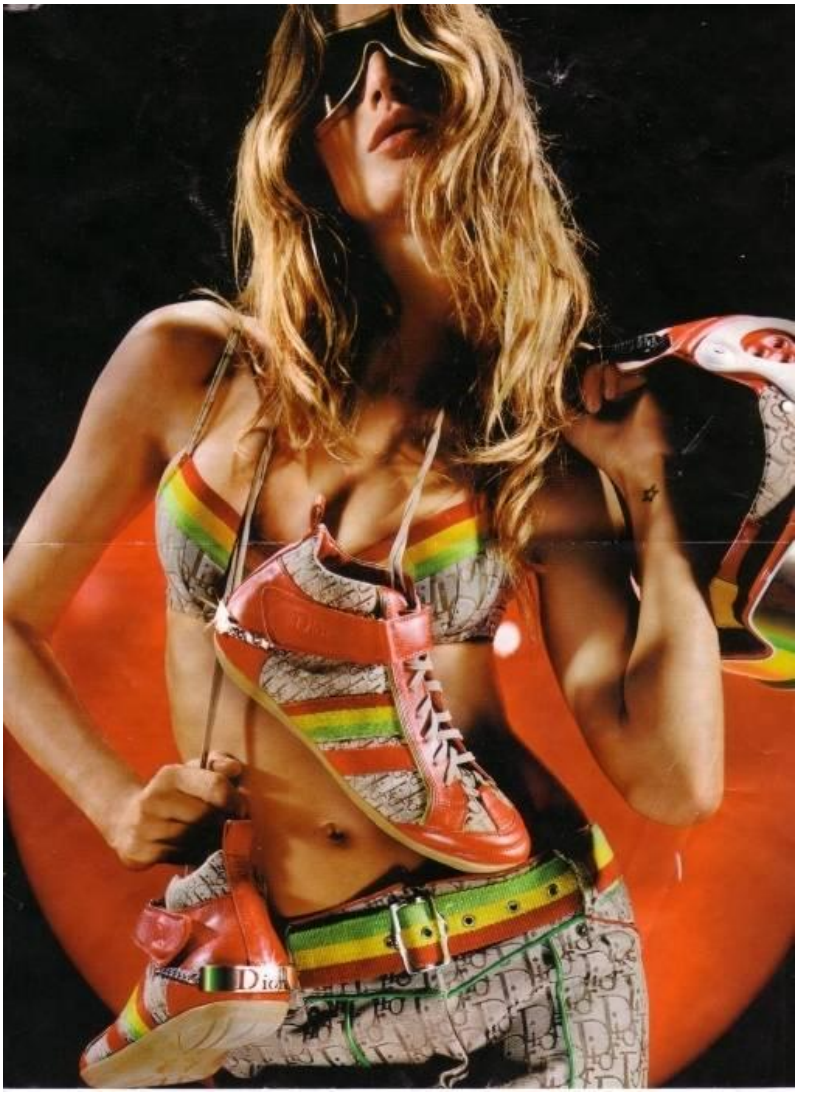
Can you see the word 'SEX' subliminally embedded within the form and structure of her ear? If you look at the structure of this ear, someone has put a bone or skin across the middle of the ear that runs west to east: that is not normal within an ear structure. This 'bone' or stretch of skin was necessary to etch the letter X into the embed. Once again, de-focus from the woman and focus into the distance and look at the building looking at you as you, looking at her. Everything is subtly done and not one wisp of hair will be out of place in this image. If I had the time, intuition and patience I would look for the words SEX in the strands of her hair and how they lay, but.....

Chapter 2: Grey aliens, demons and skulls in the drink

The following images, embeds, hidden messages were all found in a copy of VOGUE (August) 2004 bought in London. There are some amazing examples of what is out there. Up to 5% of people exposed to these tricks of the trade can process these messages instantly and see them without any bother at all. The remaining 95% (me included) work hard and learn this art, one step at a time.

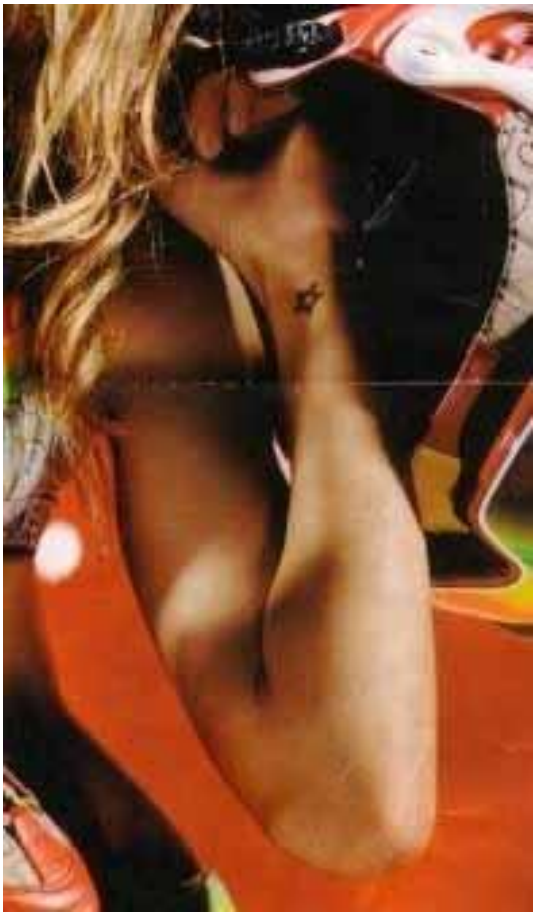
The image below is for Dior and there are so many embedded messages in this one image that I detail, only the most 'blatant'. Of great interest are the two 'Alien' embeds which I point out below. I follow this alien section with a look at the use of demons and ghouls and a few miscellaneous examples of other types of subliminal advertising embeds.

Subliminal advertising 8: Aliens galore from Vogue Magazine, August 2004 (UK)



This was one of the first subliminal adverts I looked at during my first Pat Cori workshop in 2004. It contains symbols of black magic, sexual themes and alien imagery. I will break it down, one by one. Once again, take your time and focus on the neck, how would you describe it and what do you

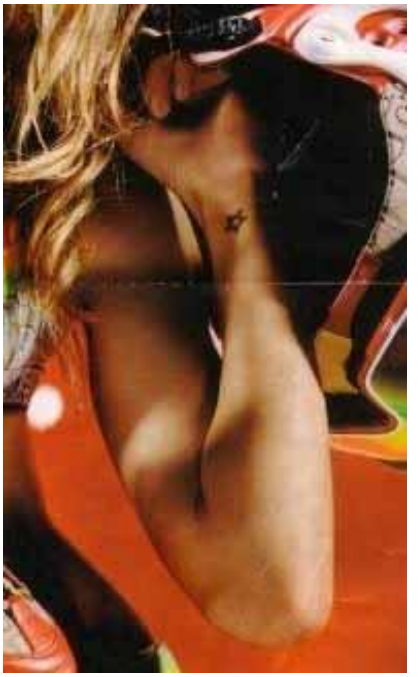
see? Also note the shape of the sunglasses, does it remind you of anything? Let's look at the easy stuff.



The obvious stuff is out there, i.e., the 5-pointed pentagram on the wrist. The other embed to notice is the arm and elbow does it look slightly odd and out of place. To help in this and to put it into context take another look at the entire image. Do you get the impression that her left arm is blown up and looks like something from Popeye?

Note the extensive shading and in order to see what this embed looks like, try turning the image side to side and/or upside down. Don't peek on this one (reveal embed below).

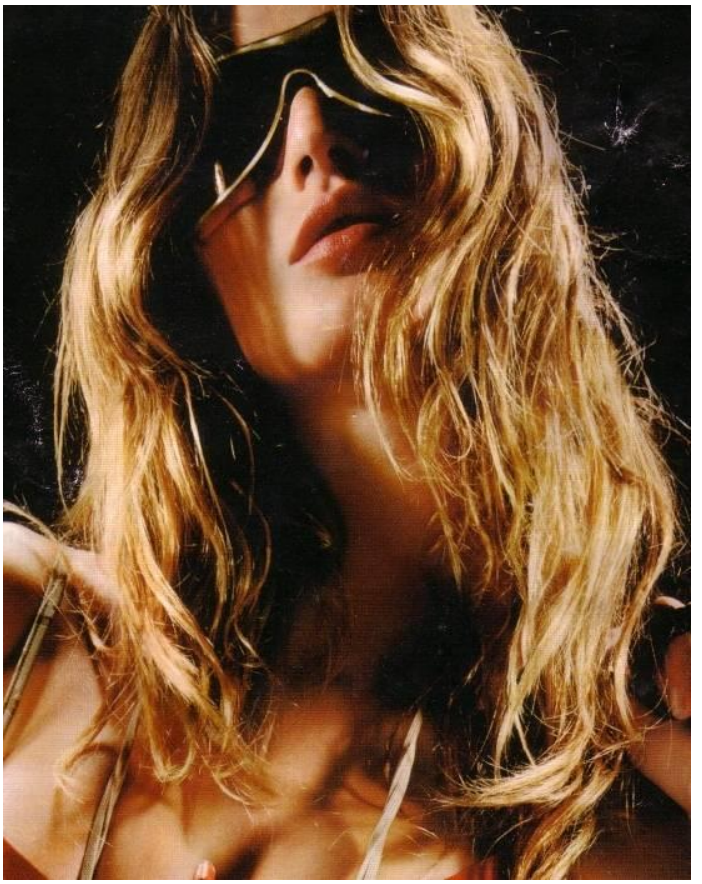
Subliminal advertising 8B: Aliens Galore from Vogue Magazine, 2004



The bottom image illustrates an embedded backside. The only reason that I can think of for subliminally embedding a backside onto the arm of a glamour model is because those of the dark energies tend to reverse the good things in life. I am not 100% sure but I include it here because it must have symbolism for some.

The following set of images build up to my first predictive programming subliminal embed.

Subliminal advertising 8C: Aliens Galore from Vogue Magazine, 2004

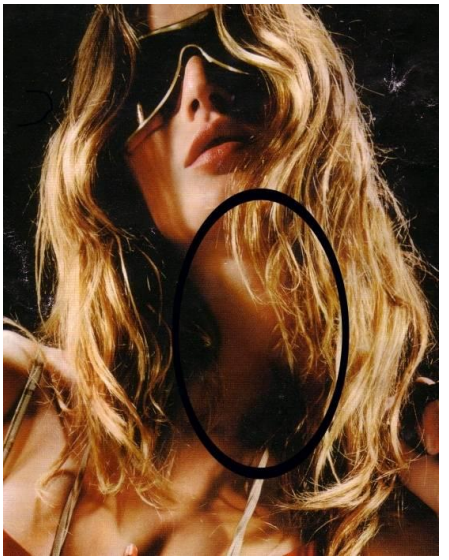


Firstly, switch between this image and the first image to get some context on what I am describing. What jumped out at me was the model's contorted neck, it goes up to the right, then upwards to the left. It is visibly

contorted and way too long. Can you spot the distorted embeds? Gaze within the shadows and allow form to take shape between the black, white and grey hues.

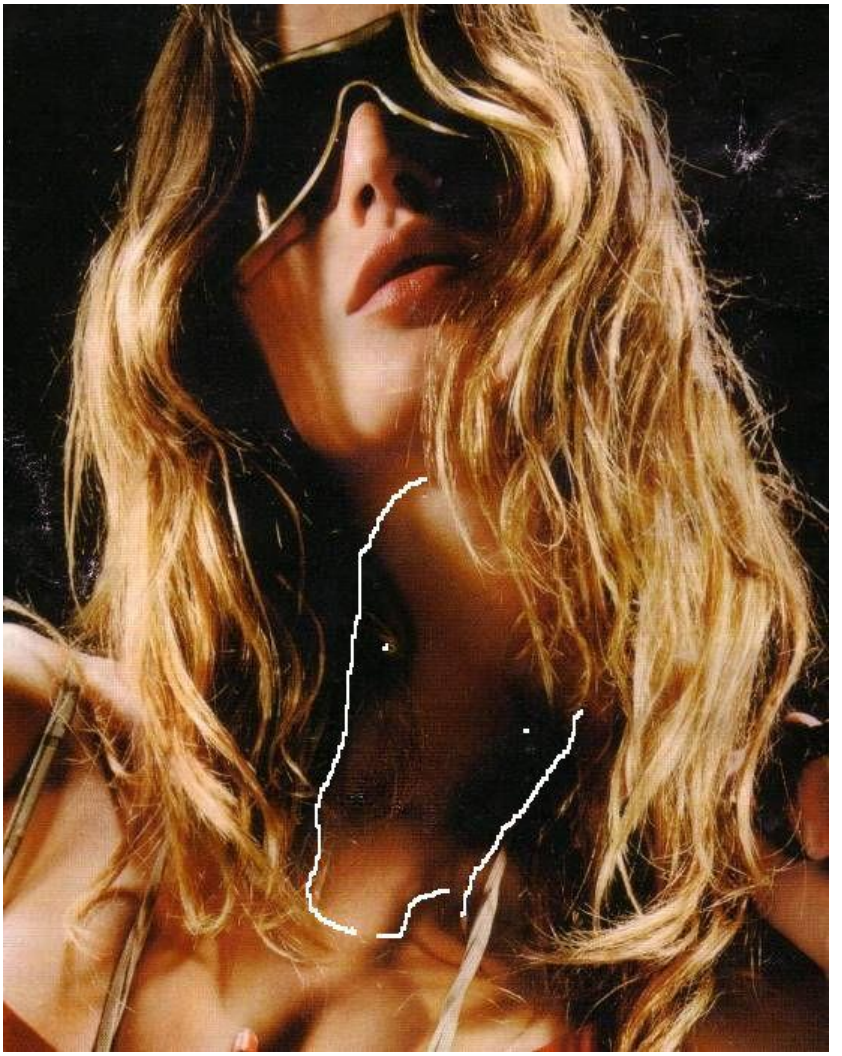
There is stuff going on with the hair, spelling words, whilst simultaneously hiding dark shadows. If you cannot see the embeds, yet, check the following image

Subliminal advertising 8C: Aliens Galore from Vogue Magazine, 2004



Look inside the circle, do you see it?

Subliminal advertising 8E: Aliens Galore from Vogue Magazine, 2004

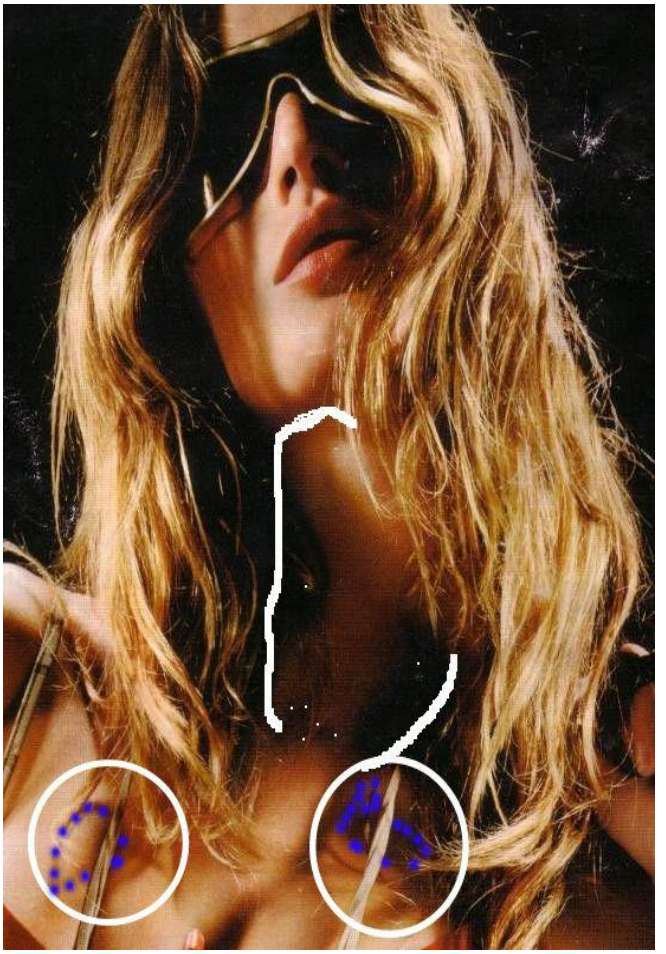


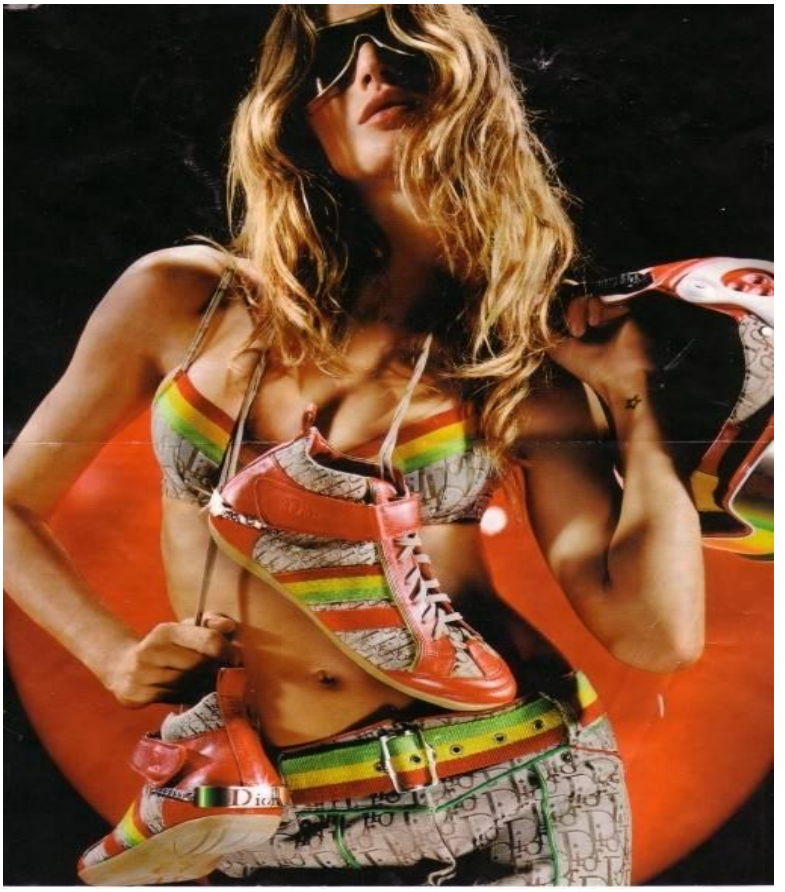
Fashion magazines are always of the utmost quality and nothing is left to chance. The lighting, shade and contrast and anything else related to its public consumption is, 'just-so'. Each strand of hair is spaced exactly where its media manipulators want it to fall.

Within the white bubble of the preceding image I see an alien looking creature. I put two points of white to locate the eyes and yep, it is staring straight back at us. If I had to guess I would say, this alien is based on what most people agree a 'grey' looks like, (see image below).

The story is not quite over yet because there is another strange co-incidence of shadow and contrast on each side of the bra strap.

My final comment on the entirety of this image is that most glamour models are flat-chested, yet this model is sizeably proportioned in that area. If you are dealing with shade, hue and contrast, it must make the job a hell of a lot easier if you work on a bosom-rich wench who is curvy and provides lots of canvas area to work on.





.
I now turn attention to those pesky perennial subliminal embeds, skulls and demons depicted covertly in alcoholic drinks.

Subliminal adverts: Skulls here, there and everywhere

Images below were scanned from a copy of Vogue magazine, London, January (2004) For some reason, demons and skulls proliferate on a huge scale within the advertising of alcoholic and water-based drinks. What follows is a snapshot of one selection from one magazine from one month of one year.

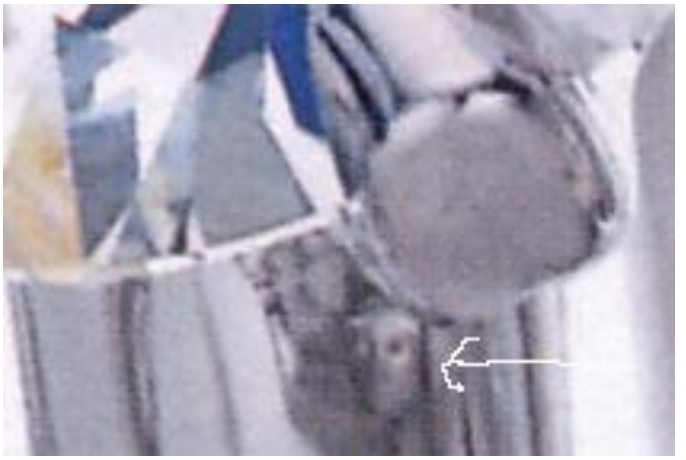
Subliminal embeds of skulls and demons can usually be found on any print surface capable of reflection. Why embed skulls at the bottom of whiskey glasses? Are they taboo and why are they associated with death, poison and pirates? The history of skulls goes way back into the mists of time and there is history of their use across time and space. Suffice to say, the Templars of old and the lineage of the Shining Ones of Egyptian are implicated. In other words, the symbolism and meanings of these embeds can be traced back to a singular energy or place yet, its true origins are beyond the remit of this book. Suffice to say, anything related to demons and skulls have esoteric energies behind them. It is my understanding that when we see these symbols it affects us in ways we do not truly understand. Perhaps cognising the symbols of demons whilst under the influence of alcohol may take us to strange places I cannot say because I don't drink.

That said, I have crystal skulls on my alter at home and I am aware of the spiritual lineage of the Mitchell-Hedges Skull. I also intuitively understand what happens when twelve crystal skulls form a ceremonial service overseen by a special thirteenth skull. Skulls to me are positive images of humanity from the past and the present. As with anything physical, it is just an object that is defined by the intent of the people who use them. The Cult, powerbrokers within our society, who like to control every aspect of our existence, do not use them and portray them as evil. Whatever, skulls and demons seem to be used in various media settings of print and film. My purpose here is to simply highlight their use in alcoholic drinks and beverages.

The subliminal advert below is for high-end engagement rings. Even at this level of magnification it is clear to see the depiction of skulls within the white rings.

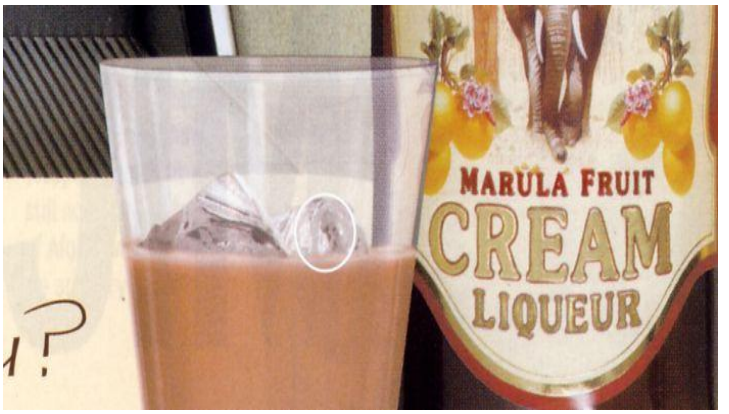
Subliminal advertising 9: Tiffany diamond engagement rings

Subliminal advertising 9A: Tiffany diamond engagement rings

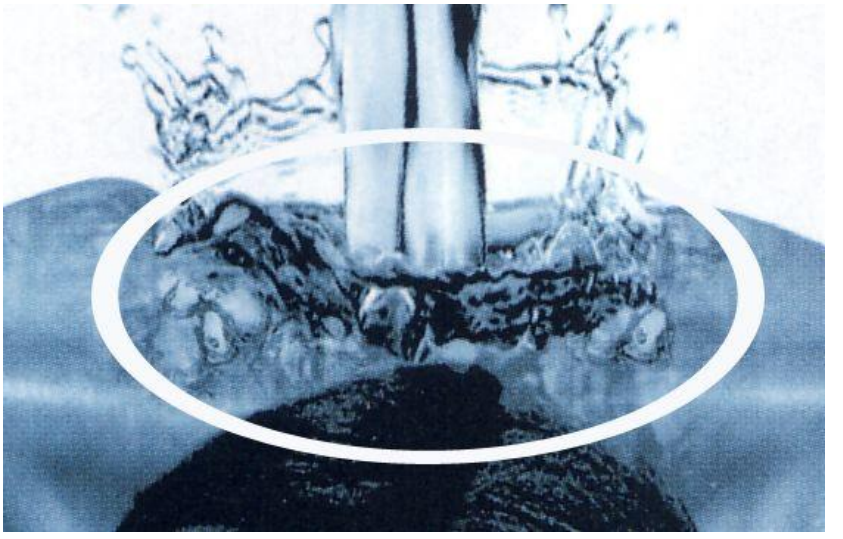


We continue our theme below.

Subliminal advertising 9B: Amarula cream liqueur



Subliminal advertising 9C: Highlands Scottish water



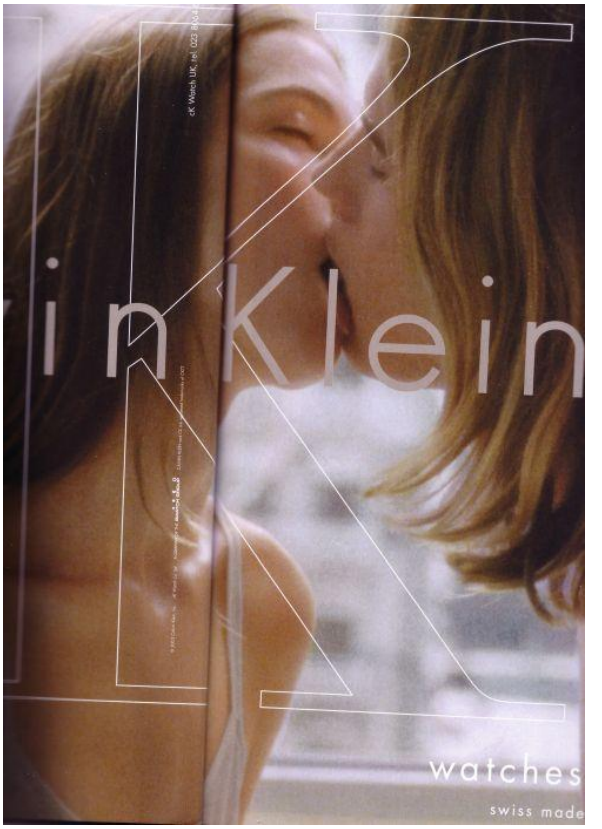
The following subliminal adverts appear to use 'opposite gender' or 'same gender' roles and it is not very clear whether the models are any of these or

something in between. In other words, the ads get your attention because, 'something is not quite right'. You either pick up on images by saying, why is that man modelling women's clothes, or you intuitively pick up on the intention of the media manipulators. Regardless, the media manipulators got your attention. What you do after that depends on you. Subliminal adverts do increase sales and sell false social narratives but, once aware of the puzzle-pieces of subliminal manipulations, you regain consumer sovereignty and consciously use discernment to buy or be influenced by that ad. Also remember these subliminal /predictive programme adverts were literally in vogue, way back in early 2000, well before the current spats of transgender rights and LGBTQ2+ issues.

Subliminal advertising 10: Is it a male modelling women's clothes?

The next example of gender-diaspora is self-evident. Also note, these images were taken back in 2004 and the term, 'woke', antifa and black lives matter, had not yet been materialised within the consciousness of society. Life (thankfully) was slightly easier in those days!!

Subliminal advertising 10: Is it two girls or two boys kissing, or is it simply boy and girl?



Your choice, I guess! The sole point of these ads is to get your attention. In much the same way that the wording of a billboard ad may use unusual grammar in its advert, it makes you stop, ponder and ultimately, gets your attention.
Slightly off tangent but within the spirit of this book, many TV and radio adverts watch start off with loud noises and shouting. In reality, the ad scripts are shouting at you. They demand your focus and attention. TV and

radio stations are not allowed to increase their transmitter power when serving advertisements. Instead, TV and radio sound engineers, process speech to increase the volume of its ‘talk power’.

The psychology of advertising, both overt and covert is vast, multi-layered and multi-faceted. Everything we see or hear on TV, radio or fashion magazines is socially engineered to us for specific outcomes. Those outcomes are to (a) get your attention to sell you something and/or (b) to persuade you to make different choices about your lifestyle, who to follow, whom to emulate and importantly, whom to vote for.

The irony behind every piece of advertising both covert and overt is the simple fact that these methods of persuasion are used globally because ‘they’ fear losing their grip on our psyche. Subliminal advertising is much more than manipulating simple consumer choices, and ultimately, it’s all about selling us a version of their ‘reality’ so that we can be controlled more effectively.

The next advert is ‘cheeky’ and in full view! Imagine having to explain the ins and outs of subliminal advertising using the following images to a group of middle class, ‘dyed in the wool’ Tory or Labour party members!

Subliminal advertising 11: Tesco supermarket subliminal advert

We are back into the big dick theme hidden in plain sight. There are three big-dick embeds in the above subliminal advert. There are two big-dicks with ball bags in plain sight and in full view. Can you see the third embed?

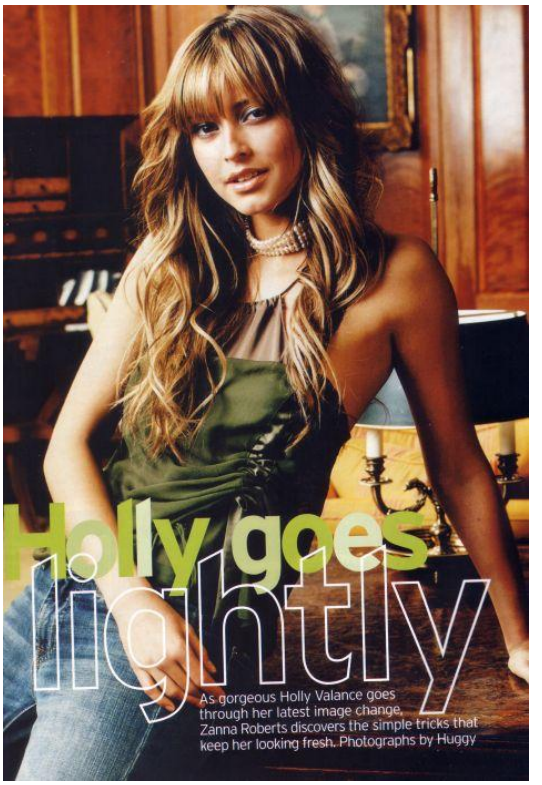
In 2020, Tesco sales were over 53 billion GBP with just under 1 billion GBP net profit. This is just one supermarket out of 6 big hitters operating in the UK. Anyway, as Tesco keep saying, "Every little helps"!

Scroll to next page to see penis number 3! A clue is to look into the less shaded areas of the main image.

Remember, it is your sub-conscious mind that is targetted by the big fashion brands, political parties and social commentators. Even though the 3rd big dick is embedded in pastel tones and well away from the main viewing area of the subliminal advert, it is immediately visible to your sub-conscious not conscious mind!

The following image is a covert form of product placement that is used over and ovr again by our silent manipulative persuaders.

Subliminal advertising 11: Holly Vance


Holly goes
lightly
As gorgeous Holly Valance goes through her latest image change, Zanna Roberts discovers the simple tricks that keep her looking fresh. Photographs by Huggy

Another technique of subliminal advertising is a form of 'product placement' using text. Can you see what's going on here?

The letter 'L' in the word 'lightly' represents a dick and if you look at the top of the dick, you can see in different coloured form (under the letter H) what appears to be its 'helmet' or cap. Next, focus on her hair, you notice lots of twirly hair strands that lend themselves nicely to the embedding of 's' as in Sex embed words. There are also countless 'x' and 'e' in there as well.

There are two areas of subliminal advertising I do not go anywhere near, (a) child models and (b) hair.

Subliminal advertising 12: Paul and Joe

This subliminal advert is worthy of note. It is more suggestive than use of a typical embed. If a picture paints 10,000 words, this is one of them.

It is highly suggestive of 'come and get me big boy if you dare'. The look and the backwards glance with hand on the door says it all. The red hat and gloves also give it resonance with those familiar with the tale of Little Red Riding Hood. The question is, 'who is the hunter and who is hunted'?

The next subliminal advert is crude in the sense that there is little finesse and elegance to the image itself. Perhaps, that is the selling point of the image, its desperation?

Subliminal advertising 13: Remington shavers

The words etched into the crotch area simply says. "Have a merry Christmas". Once again, it is the sub-conscious mind targeted because it is almost impossible to see the small print relative to the size and obvious curves of the model.

I end this section of subliminal advert illustrations with a couple of political embeds. These embeds are meant to affect or change your behaviour to individuals, political parties, interest groups or countries. If you amplify the use of subliminal advertising to hobbyist, academic and industry magazines, it is clear to see that the scope of canvases for this type of subtle and very deceitful art is absolutely huge.

Subliminal advertising 14: Political subliminal adverts

‘RATS’ from the word ‘bureaucRATS

The images below illustrate the use of a subliminal embed using the word 'rats' by Bush Jr's Republican election team during the U.S. Presidential Elections held in 2000. This embed is best seen as a video (scour the internet for bush gore rats subliminal) but I will explain the subliminal advert the best I can. Just like magazine publications, almost everything we see on TV, or the big screen is stage managed to the utmost of perfection. Nothing is left to chance and every angle of light and clarity of dialogue is presented in such a way that the message gets across with effectiveness. TV and films have the technical ability to embed a message onto the film media for mere milli-seconds of time. The embedded messages are seen by the subconscious but not the conscious mind. This covert technology was used during this election, yet this technique does have its limitations. Once it is out there, it cannot be reeled back in, and the subliminal advert including its intended meaning is out there for all to see.

The subliminal embedded message is a play on the word 'Democrats'. The first part of this word, DEMOC was subliminally flashed onto the screen for a few milli-seconds. The second part of this word, RATS was also flashed on screen. The RATS embed was embedded in large font and the font became progressively smaller. The unintended result was the embedded message i.e., RATS was in full view for much longer than usual. The second half of this subliminal embed was easily picked up by the conscious minds by many of its viewers. Twenty odd years later, the evidence of this political subliminal embed is still out there and has been seen by millions of viewers. The only defence the Republicans and the Democrats use in shaking this issue off is to ignore it as much as possible.

This is what the Guardian newspaper reported in 2000. "The increasingly accident-prone Bush presidential campaign was accused of dirty tricks yesterday, after it was discovered that the word "rats" appeared subliminally in a Republican political broadcast targeting Democratic health care proposals. The offending word, in large white capital letters, flashes against a black background for a thirtieth of a second as a woman narrator criticises Vice President Al Gore's plan for government funding of prescriptions for pensioners. George W Bush ridiculed as "bizarre and

weird" accusations that his campaign was trying to use such underhand techniques to discredit his opponent. Yesterday, however, he announced that the $2.5m (Â£1.3m) advertising campaign would be withdrawn. Alex Castellanos, the Republican campaigner responsible for producing the advertisement denied trying to send subliminal messages. "We don't play ball that way. I'm not that clever," he said. However, Mr Castellanos has been involved in controversial political broadcasts before. In 1990 he produced an advertisement for the right-wing Republican senator for North Carolina, Jesse Helms, which used racial imagery in a contest with a black businessman, Harvey Gant. At one point a white pair of hands receives a job rejection letter and crumples it up, but for a fraction of a second the letter fades to a picture of Mr Gant and the hands appear to be crushing his head. Kathleen Hall Jamieson, who analyses the advertisement in her book Dirty Politics: Deception, Distraction and Democracy, said Mr Castellanos insisted then that the imagery was accidental. Ms Jamieson believes the Helms advertisement was the first instance of subliminal imagery in US political advertising and Mr Castellanos's "rats advertisement" is the second". Subliminal advertising is real and it is used extensively across political parties, TV stations and of course, Hollywood and other movie regions. The following images illustrate what was actually caught during this Republican political advert.

Image 1:

Image 1 pops into view about 22 seconds into the political commercial.

Image 2 shows the next line of this commercial pop into view with the words 'BUREAUCRATS DECIDE'.

Image 2

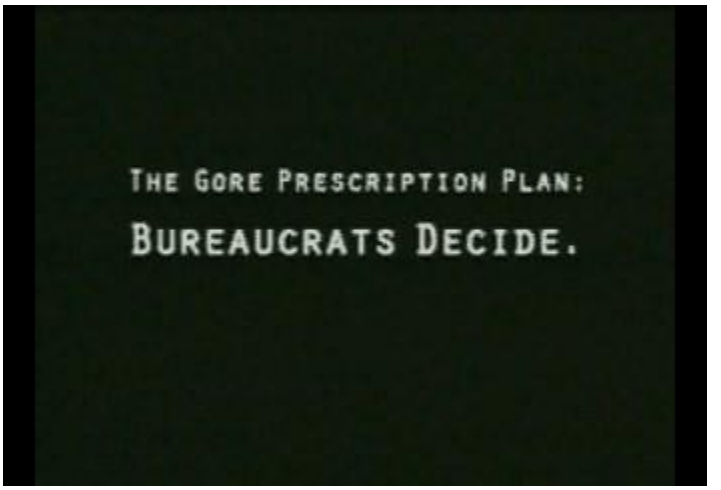


Image 3 illustrates the subliminal embedded message, 'RATS'.

This type of manipulation was first used in the 1950's in places like cinemas and words such as, 'I am thirsty' or 'hungry' would be flashed onto the screen prior to the commercial break between reels. The subliminal embed usually has a 'flash' duration of between 20 - 40 milliseconds. Sales of drinks and popcorn reportedly rose by more than 57% and 40% respectively. I wonder if they still use embeds in the cinemas of today because the foods and drinks, they sell are usually two or three times its supermarket price. I understand the 'captive audience' circumstances of these types of enterprises, especially if the cinema is by itself and out in the sticks.

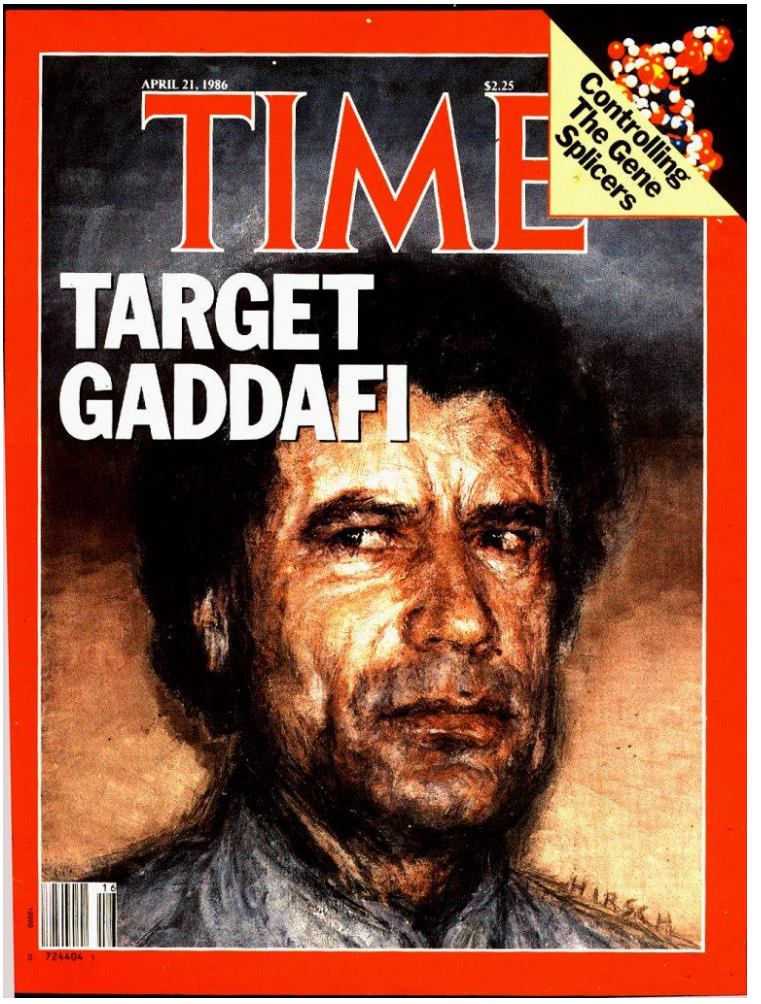
The second and final example of a political embed occurred during the final years of Gaddafi's rule and comes from a political magazine. This embed is well known and there are lots of information and interpretations going on about its authenticity or intensity. Make up your own mind. Study the front cover of this Time magazine. Knowing what you know about some of the methods used in subliminal advertising, look in those spaces for hidden messages. The focal point of the embedded message can be found on the face. If you think about it, why use an artist to paint Gaddafi's face? There must be thousands of images of this leader within the annals of Reuters and other archives that supply these types of images. Alan Hirsch is the one who painted this image and the only reason I can see for using this style of painting is because it affords a nice easy canvas

to be creative, particularly in those dark and hued areas around the eyes, cheeks and forehead.

The image that follows this one will reveal some of the messaging behind the subliminal adverts.

To understand this image and portrayal of Colonel Quaddafi, you must first understand the context and social messaging of the main geo-political players of that time. Quaddafi's portrayal by the media and the West was that of a tyrant brutalising his people. This is in sharp contrast to how he was viewed by many of his people. Libya at that time was probably one of the most advanced countries in Africa and by advanced, I mean its citizens were provided for in terms of access to education, education, food and jobs. The mistake Quaddafi made was to challenge the hegemony of the Western banking system which brought his leadership within the cross-hairs of some very powerful people and institutions.

Subliminal advertising 15: Political subliminal adverts



Subliminal advertising 15: Political subliminal adverts

The two embeds normally picked up on this image are the words, SEX and KILL. I also picked out just above the words KILL, 'time'. I did not add these into this analysis because I was unsure whether it was some form of watermark from Time itself. I suggest you download a higher quality image and search out the artwork surrounding the use of these words. The subliminal embed, 'time' is just above the 'K' and 'I' of the word, 'kill'. There is no way you can say that any of this is just random noise in the image or simply 'co-incidence'. It is coldly calculating and has been with us for quite a long time.

Chapter 3; The Balenciaga Scandal

Just prior to me finishing this book and whilst I was looking for a 'traditional' books and mortar publisher, the Balenciaga Scandal broke across all media fronts. At the time, I decided not to include this in my book because it involves young children, high fashion brands and a cornucopia of links to some very dark and seriously depraved individuals and organisations.

I was unable to find a publisher for my book, (surprise, surprise), and had no choice but to self-publish. After much reflection I decided to include some aspects of this scandal within this book because the Balenciaga Scandal highlights the intent behind the major players who have slavishly pushed subliminal advertising and its techniques of mass persuasion across our viewing screens and printed matter for the past 50 years, at least.

The Balencia Scandal is a horrible trip down the rabbit hole. In all honesty, it is so depraved and representative of what happens behind closed doors, institutions and cellars, that I can barely find breath to skim its oily surface. I make no apologies for that because the Balenciaga Scandal is part of a backdrop of covert initiatives that includes on-going Elite-controlled Deep State, MK-Ultra mind control programming, secret society rituals, Satan/Baal-worship allied to the very dark energies of major media outlets and fashion brands across the globe – it truly is a hornet's-nest of depravity.

Much of the Balenciaga Scandal and a general principle of subliminal advertising and predictive programming itself, is to hide everything in plain sight.

Subliminal advertising works at two levels of our perception i.e., the conscious and sub-conscious level. Much of the material in this book has its focus on the sub-conscious level in which subliminal embeds and their messages are 'scribbled-in' within the shadows, hues, colours and contours of the printed matter itself.

As discussed previously, everything in an ad campaign is meticulously crafted by many expert departments for whatever effect is desired and nothing is left to chance nor misinterpretation. When this scandal broke,

images of children holding bondage bears reminiscent of BDSM strode centre-page in our consciousness. Below the radar and targeted at the sub-conscious mind was a document Supreme Court document related to whether or not *"internet child pornography can be legally considered free speech*". In another subliminal ad embed, reference was made to a book written by a Belgian man called Michael Borremans who has very twisted perceptions of humanity, particularly children.

When this scandal broke, all the major players within the Balenciaga Scandal blamed each other for what was discovered in their ads. The ad campaign company North Six is 'apparently' owned by Balenciaga themselves and it is surprising Balenciaga would sue themselves for $25.000,000. Whilst all this was on-going there was silence from the many Hollywood movie stars and so-called celebrities who champion and model the Balenciaga label. The Balenciaga brand include luvvies such as the Kardashians and Nicole Kidman to name just a few.

Clearly, the pen and brushstrokes of subliminal advertising and predictive programming form the very core of Balenciaga's message to humanity. Many fashion labels push the envelope on what they deem the perfect physical and gender form of human beings. Most fashion companies view the mass of humanity completely differently to the average man or woman on the street. They view us as 'less than', to be used, abused then thrown away. In spite of that arrogance, they want us to buy their wares or should I say, aspire to buy their goods because of their expensive price tags.

The Balenciaga Scandal is a potent and desperate mix of subliminal advertising and predictive programming. These ads want to normalise child paedophilia and these individuals have their 'go to guys and girls' within academia, art, judiciary, entertainment and political circles. If you look back at previous Balenciaga ad campaigns you see quite clearly, anti-human perspectives on human beings. You see model's catwalk in full-face rubber masks and rubber dresses, bruised model faces, blood and other images that speak of non-human beliefs and practices.

From my perspective, the Balenciaga ad campaigns speak of desperation because the visual imagery of anti-human sentiment is very clear. Tucked away from the main images lie reference to the Belgian, Borremans and the US Supreme Court documents. These images normally target the sub-conscious. Yet they appear in full view yet overshadowed by the main image.

The Balenciaga Scandal message is very clear, they are telling us we are after your children and we will continue to legalise child paedophilia via the judicial system, lower the age of consent, make it easier to change gender because we and our kind own you.

From a slightly wider perspective, Kim Kardashian previously modelled full-face masking as did her 9-year-old daughter. The infamous MK-Ultra mind control programme makes it obligatory on those being conditioned to wear masks. Michael Jackson went through a period of mask-wearing, and it is all part of the mind-conditioning process. During and after the COVID-19 psy-op, those in power, the so-called Elites want mask wearing permanent across the entire population. The majority of politicians and political leaders across the globe, especially in the so-called ‘developed nations acted in lockstep and unison during the COVID-19 psy-op. This global response was well orchestrated because the majority of these leaders are themselves programmed via their bloodline to follow orders and the Agenda.

Even the mainstream media has reported on the Balenciaga Scandal, yet their analyses stay at the level of sensationalism. We must peer below this level to see what, who, why and what is driving this agenda. Simply put, this sort of stuff has been going on for years and it is now being noticed because humanity is awakening. The Internet puts us in charge of things, even if just for one minute. As discussed previously, when ‘mistakes’ of these kind happen, it is very hard for the fashion company and ad agency to retract what is out there and fully explain why they did what they did in the ways they did!

I purposely left this chapter image-free because I intuitively feel the ***intent***, these people engineer against the best interests of humanity. Images speak much more powerfully than words can describe. The full intent of what played out within the Balenciaga Scandal is still available through previous Balenciaga ad campaigns, the works of its photographers, Gabriele Galimberti, Hollywood luvvies such as the Kardashians and Nicole Kidman, ad agencies such as North Six and of course, the politicians and individuals involved in legalising child pornography and paedophilia. Last but not least, the imagery behind much of Michael Borremans ‘work’ is proof positive of the anti-human sentiment of all the major players involved in the Balenciaga Scandal.

My final take on all this is to add that Kanye West broke free of his MK-Ultra programming and has spoken at length on some of the comings and goings of what is happening covertly within the world of Hollywood, celebrity life and fashion companies. It is a reptilian nest of stuff that Joe Average could not even imagine. In time, all of this stuff will come out for public scrutiny because we and the world are waking up to the stench of events that has gone on for aeons of time, behind closed doors within a steel girdle of silence – those times are now a-changing.

Chapter 4: Connecting the dots

Imagine if you had the awareness of consciousness to de-code all the dark shades, hues and, contrast in any printed matter in an instant – what would you see? As you gaze into the screen of your mobile phone, tablet or stylishly small laptop, subtle embeds jump out at you and scream their message deep into your conscious and sub-conscious mind. As you gaze into your computer screen at work, you notice the milli-second screen flicker of 'work harder' and/or compliance messages as your bosses silently command you to work harder and longer.

As you listen to music on your earbuds whilst looking at the front cover of Vogue magazine on your phone, tablet, or laptop, you feel compelled or ‘entrained’ to its contents and you experience very subtle shifts in your sexual chemistry to one of the models. As you move around the shelves of your local supermarket you realise and cognise the simple fact that subliminal advertising is everywhere and is used to sell all sorts of weird and wonderful stuff.

It is no coincidence that flowers are placed near supermarket entrance doors which then lead consumers onto the fruit and vegetable section. The avalanche of smells and colourful sights of so many vegetables excite and titillates our feel-good centres. As a result, some of us throw financial caution to the wind and buy much more than we came for. Allied to this subtle invasion of our sub-conscious mind and especially in the deodorants, fragrances and pharmaceutical shelves, our sub-conscious is

piqued by smells related to pheromones both male, female and animal. As we browse the supermarket deeper, we note that each section has its characteristic smell and physical layout. Some sections we simply and quickly stroll through, yet others have an ‘invisible hand’ that somehow detains us slightly longer than needed.

As if these subtle invasions of our sovereignty are not enough, some of us can also hear low-pitched sounds emanating from supermarket speakers or from specific sections of the supermarket itself. These sounds can be found within the range of our brainwaves i.e., 5Hz to 30 Hz. When subject to any of these frequencies we simply act out what those frequencies present to our brain centres. In other words, frequencies between 10 Hz to 13 Hz induce contentment whilst other frequencies induce feelings of elation or feelings of depression. It is little wonder that when we step inside a supermarket for just one item, we end up leaving it having bought more than we wanted! These technologies of mass persuasion are an invasion of our consumer and spiritual sovereignty, yet the average John or Jane Doe have no idea what is really going on.

We are at the apex of technologies that effortlessly manipulate our spending habits and emotional moods. Electromagnetic frequency control embedded within the piped music itself can alter our emotional state and mood. Subliminal advertising is a very persuasive tool to increase consumption but even more sinisterly, 'nudge' us to vote for him instead of her. Subliminal embeds may even legitimise the killing of another human being, because the embed message legitimises the feeling or rationale that “it felt 'appropriate at the time', or that person is a criminal or represents a danger to me i.e., enemy soldier or urban combatant. Your place of work could use these technologies to 'make you work harder', 'obey' your boss, 'comply' with all work requests or simply 'be on time'.

The avenues of deception and manipulation using embeds and electromagnetic frequencies have massively widened during the past twenty years. The good news is, we can negate all of it once we become aware of it. Everything is connected to everything else, and it is important we understand the context of what is playing out. Economics is not just about money: it is all about control and manipulation. In that sense, economics is the bed-fellow of politicians because the rub of that field is all based on manipulation and control.

When I think about how subliminal embeds, predictive programmers, industry, economics and politics impact our human sovereignty, I first break it down into 'software' programmes that work for us. Thus, programmes that work for us are internal to us and include love, compassion, empathy, inner reflection, and meditation etc. These programmes define us as human beings with deep wells of emotional feelings. One example of our human-ness is the love of a mother for her child – nothing can break this bond. Counter programmes are programmes which work outside yet alongside us that belong to someone else and most times, these counter-programmes are specifically designed to adversely impact or control the terrain of our thoughts, language, imagination and lives.

The world of work, nationalism, patriotism, the social contract, economics, sociology, psychology, working harder, doing one's duty are all examples of counter-programmes. They consistently tell us what to do, how to think and how to behave. If we attempt to tease out the nuances of these programmes for scrutiny, we come up short because we do not understand the basic rules of the ‘hologame’ nor its programmes. This book is about the use of subliminal embeds by a largely silent and covert band of scallywags. It would be incomplete and bereft of meaning if it was purely about how embeds work. The elephant in the living room is the ***intent*** behind subliminal machinations! The point of all of this is to connect the dots between as much stuff as possible to get a general idea on *why* things work in the ways they do and to find out who actually benefits from all the software programmes we interact with as we grow up and grow old. Please keep this in mind as you read from this point forward.

A significant sovereignty issue for many awake individuals is that large segments of the population trust their governments, politicians and political models during times of crisis and indeed, under 'normal' business as usual conditions! In situations which ‘threaten life and/or liberty, particularly novel situations e.g., the COVID-19 psy-op or regional ‘wars’, some of us give our power away when faced with decisions in which we have little understanding. Most governments, particularly the so-called advanced nations take full advantage of these types of situations. In this age of technocracy, the state rolls out their 'experts' as we listen closely to what they say, they are after all, the 'experts'. The 'experts' with strategic media collusion slowly shepherd some of us into a fear zone and it becomes very difficult for society to think for themselves because this means going against ‘expert state advice’. Thus, some of us stay in fear and mimic the actions of rabbits trapped and mesmerised in the headlights of an approaching car.

Understandably, the first time this happens, we go along with the state narrative, but if the situation continues with no end in sight, it is common sense to stop the world and find out what is really going on. Clearly, we must observe what politicians do, rather than listen to what they say. It is time to awaken to the true nature of our reality and only then can we change it and be free.

Make no mistake, much of what we experience for much of our lives is nothing more than a construct – a tissue of lies that masquerade as truth. The webs of control and manipulation via the institutions of the elites are very subtle and if you are not paying attention, all of it is easily dismissed in one single sentence, “that’s life”. It is now time to fully awaken to all these shenanigans, call out the elites and change what is not working for

us. In other words, today is time for change and we are the change we have been waiting for.

Standardisation of societies through subliminal embeds and mind control

The ability of the media to manipulate our desires on what to buy and who to vote for are now enhanced at an individual and group level. The twin evils of subliminal embeds and technologies of mass mind control seamlessly integrate across each other to trap us in their crosshairs. The Digital Age has made all of this possible and if we just compare changes in social norms today compared to just 30 years ago, life nowadays is stodgy, boring and standardised in terms of where we shop, whom we vote for, the music we listen to and the clothes we wear. Creativity within the Digital Age is the ability of someone to use a computer in order to draw a picture or arrange a date. Even the ways in which we discuss, debate and engage in discourse has massively shifted to 'one line' tweets at each other, or we engage in cancel culture or the whole thing itself erupts into violence because someone used the wrong pronoun, and that person was offended. Just like our local high streets with the same brands dotted along our urban environment, life itself is losing its mojo as everything becomes standardised.

If I want to submit my article to mainstream or even alternative websites, it has to be less than 1000 or 500 words in length with a very punchy title. In other words, regardless of the complexity of the issue or how these issues spam across several disparate areas, I must dumb down my argument to fit the word limit. If I was that type of mind, I could probably do what they ask but why fit a battleship into a quartz bottle? A typical WordPress blog should be more than about appearance over content. If we keep following this subtly introduced discourse template, our use of words, grammar, language and debate will be stifled and eventually, disappear. That is the whole point of Wordpress. Think about how people use their phones nowadays, they text rather than talk even if it takes 10 times as long – why? Everything human about us and all our funny ways is slowly being erased from societal memory and in its place is an unwelcoming ‘machine world’.

In other words, the standardisation of society, how we get on with each other, correspond, debate etc, are heavily prescribed: the computer age has changed all of that, including the world of work, consumption, being human and especially, the literary world. The biggest battles within contemporary societies are fought with keyboards rather than bombs. That is part of the context in which subliminal advertising works because these types of subtle manipulations effortlessly tap into many layers and genres of life be it youth culture, fashion, music, lifestyle, right down to the types of underwear we wear!

We are more powerful than we think!

I have outlined a consciousness landscape in which we appear to be victims of the Cult-derived trinitarian of subliminal advertising, predictive programming and subtle mind control techniques. It is clear, however, that not everyone succumbs to the embedded message of 'buy me now'. Nor does everyone who owns a digital toy become entrained and/or psychologically dependent on their mobile phone. Vance Packard suggested in his (1957) book, the ‘Hidden Persuaders’ that about 5% of the population can spot subliminal advertising easily. In other words, some of us are more susceptible to ‘taking the knee’ than others. You could argue this could be due to genetic or cultural reasons. I would argue it is due to our karmic bonds with spirit. There is so much out there regarding the kaleidoscope of who we are, what is our purpose, what am I doing here, that taking anything in life on its face value is pointless.

In this respect, we are all different, unique and opinionated. Imagine, almost 7.5 billion individuals having a different take on one event is indicative of the keys of our humanity and diversity. I know that what I have written will trigger some individuals and enlighten others. The point of any issue is to understand it and then to make a conscious and rational decision your life based on its contents. In order to understand the aims and objectives of subliminal advertising or any other control system, we have to be clear that (a) we are more powerful than we think we are and (b) the presentation of life as we experience and understand it is nothing more than a careful construct. There are forces out there which hope to control every aspect of our waking and indeed, sleeping consciousness. Humanity is at an apogee of its understanding about itself and the forces of light and dark – the pendulum is now shifting towards the light. As it does, we are beginning to notice dark shadows of control scurrying about, everywhere.

Subliminal advertising is but one control path instigated by the Cult. This path feeds into the path of predictive programming and these paths feed into the more subtle path of mind control. In that sense, if we shine a light on one path we enlighten and illuminate all paths. Simply put, as we shine our light, we begin to see what has always been there and much of it is not pretty. In this respect, I guarantee that once you see the outline of a subliminal embed, it will stay with you forever. It's like popping a hole in the canvas of mind perception – it remains there, in your consciousness forever. Life is all about perception. That chink of light gleaned by understanding the aims and objectives of subliminal advertising burns a laser of light into the awareness of consciousness. This in turn, allows even more light to flow in and suddenly, it is much easier to see what has always gone on in, within the interstices of our consciousness.

As we awaken, it is incumbent upon us to make a decision about ourselves and the type of world, we want to live in. Essentially, we may take one of two paths, (a) re-claim our spiritual and consumer sovereignty or (b) embrace the familiar control structures we know so well, more fiercely. The media has a way of framing these types of decisions in which they argue, “it is better to accept the devil you know”. Either decision is valid because it is ***your*** choice and the ability to choose is fundamental to freedom. Choice is the key to perception and once we choose, we live within that choice. That is why some segments of humanity can in the same space of a single breath, give the orders to unleash a nuclear bomb

4000 miles away and simultaneously cry to the sonatas of Mozart and Beethoven.

The Digital Age in my view has many advantages and disadvantages to humanity yet, it has opened up a plethora of means in which we communicate and stay in touch. It has also generated a devolved means of getting our opinions out there via blogs and websites. It has also revolutionised the dissemination of music, film and most significantly, book publishing. Independent authors now have the ability to take full control of their literary content. All of this is good news to those on a 'truth-quest' about the nature of themselves and of reality.

One of the advantages of a 'connected up world' is once we spot a subliminal embed, we can post it on our social media feeds quickly. Our messages are flashed around the world twenty times and back within the space of drinking a cup of coffee. The internet puts us in charge long enough for us to make a difference. This is especially important to those who discuss social discourse, dissent, acceptance and social power. Few people are aware of the persuasive power of subliminal advertisements and how media manipulators use these tools of persuasion within society'.

To help break the shackles of covert control, we must awaken to its constructs, its language, and programming. The concept of 'programmes' that seamlessly run within life was widely disseminated with the release of the first Matrix film aired in 1999. If we substitute 'programme' with the concept of 'choices', we are all busily trying ***not,*** to balance the equation of Life. In other words, we are in the midst of a global awakening to resolve societal issues such as environment and self. The Control System which has always chugged away in the background and interstices of our consciousness is now under scrutiny. It is truly, a time of awakening to the '*real world*'.

What can we do to control, alt and delete the 'subliminal embed programme?

When we spot a subliminal embed in a newspaper, political advert or magazine, contact their customer service department, point out the embed and say, "hey what's going on here". It is also difficult for these types of ads to be retracted because the evidence is out there for all to see. The guilty parties can argue, (a) there is nothing there other than squiggles or

(b) they may erase or update web material or (c) simply ignore what you say and hope no-one else notice what goes on.

If you also think that industry and government have your best interests at heart, think again. Our polluted streams, rivers and urban air paint a different story. We must expose all avenues of social control covertly enabled via political and economic systems - the guilty parties must be held accountable for its actions.

Let me be perfectly clear, the elites who control the subliminal advertising world are the same energies that wish to vastly reduce population size, our use of energy, economic activity and to splinter human consciousness of self. Their unspoken agenda is to:

(a) reduce the global population by at least 90%,
(b) control economic activity using carbon taxes
(c) disintegrate the nuclear family through gender confusion
(c) reduce our capacity for emotion, love of self and life
(d) harness the remaining members of the humanity into an A.I. (artificial intelligence) marriage or biological linkup with computers and neuro-machines

That is the sole purpose of the covert 5G mind control telecommunications network, smart-phones, smart-meters, 24/7 state surveillance, social identity chip, eradication of car ownership and eradication of property per se. The Cult view humanity as little more than charged up batteries or chattel. That is the ultimate aim of the Cult, yet humanity is awakening and fighting back, even if we are not aware of the struggle itself!

The greatest strengths of the Cult are also their greatest weaknesses. They have built an empire of control based on the principle of pyramid-selling. It is a top-down perspective in which successive layers down the pyramid have no idea what the upper layer are up to because secrecy is the key to control. The compartmentalisation of ideas and agendas from the top-down is now rapidly dissolving simply because we at the bottom, are waking up. There are many individuals blazing a laser-light truth-fest within humanity. The Cult do not want this to happen, and they instigate yet another of their control mechanisms. This time around they wish to label anyone who speaks against the state narrative i.e., Cult narrative as ‘conspiracy theorist, spreaders of misinformation and disinformation and tin-foil hat weirdos. The purpose of this is to marginalise and criminalise

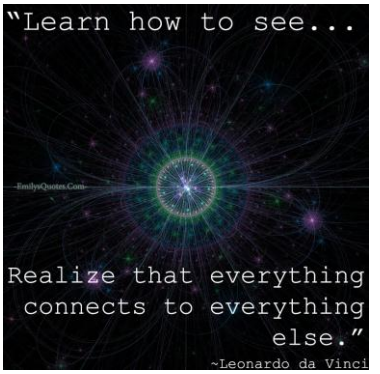
truth-seekers, truth-spreaders and truth-speakers. It is also their goal to normalise ‘thought police’ activities. It is especially active in China and is rapidly ‘virusing’ into many European and American cities. The truth is, once we understand how all this subterfuge works, the Cult instantly lose control and everything they have built towards, aka ‘The Work of Ages’ goes up in smoke. At this time in the evolution of humanity and of Gaia, planet Earth, Truth is a very inconvenient symbol of spiritual sovereignty and human-ness.

What a perfect storm:

Subliminal adverts are used extensively in political catfights, slogans, elections and presidential dogfights. That means TV, radio, printed matter and anything connected to the internet becomes a possible canvas for subliminal political embeds. Clearly, if subliminal advertising is used to manipulate consumption and change social habits and elect people, it means that embeds of all descriptions must always be everywhere. I recommend you watch John Carpenter's 1980s film, 'they live' to give you a glimpse on what is going on. Subliminal advertising is a dark art and I have merely scratched its surface. I do know that even though I do not know all there is to know, I know enough to understand its intent. It's time for the bulk of humanity to understand these subtle arts of chicanery and become immune to any state-inspired virus of the mind. Only then can we move on as sovereign beings.

That said and from a spiritual and human autonomy perspective, we must remember that there are no victims nor victors, just choices we make as individuals or societally. The choices we make determine the timbre and experiential tone of our reality. For example, if we comply with the diktat of government leaders and their nudge units *vis-a-vis* mask wearing, we experience the intent of fear behind that mask-wearing programme. If from the onset, we see clearly what is going on within the shadows, we connect the dots to see that many facets of government, healthcare and Big Industry actually work against our interests. Our awareness of consciousness and by default, perception guides us through the quagmire in ***not*** following orders to mask up, socially distance and furtively hide away in our bedrooms “to flatten the curve”.

In Conclusion



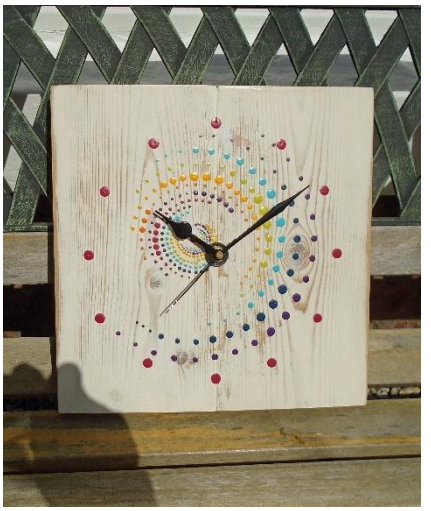
In connecting some of the dots of our existence, I cast a wide net in what appears to be separate and disparate areas of social processes and how state bodies, interact with society. Regardless of the clothes it wears, the Control Grid of the Cult is the unifying force behind all of it. The same forces behind subliminal advertising are also behind the mass mind control technologies of the Digital Age. They are also behind the running of Big Pharma, education, academia, publishing, the judiciary, hospitals and other wings of government. They are also the same controlling forces behind Prime Ministers, Members of Parliament and Peers, captains of industry and the military. Each of these state actors appear disparate yet, they dovetail their actions in line with what is known as the 'Work of Ages', or Agenda 2030 or more commonly, the 'Great Reset'. This was all conspiracy theory 40 years ago, but the chickens are quickly coming home to roost. Following COVID-19, many individuals can now clearly identify the Marks of the Beast as the mRNA vaccines, vaccine passports, the imminent roll-out of social credit score cards and the yoke of the all-seeing digital surveillance state.

That is the backdrop and context of where we are in terms of the unseen and unspoken agendas of the Cult against humanity. Although all of this appears to be from the script of a 1950s B-flick movie, almost no-one would argue that the substance of life has changed immeasurably since the onset of COVID-19 and cancel culture. The big heavy boot of Orwell's 1984 is here and whether we like it or not, life will never, ever be the same again.

I argue strongly that these times are times of revelation, evolution and discovery. The intent behind subliminal advertising is simple,

manipulation of our desires is a form of control – that is the first revelation. As we peer behind the curtain to see who is there and what is going on, we illuminate the world to connect the dots of our prison matrix in order to regain our spiritual and consumer sovereignty. The revolution is a simple one, without need of guns, bullets or ballots, we organically change the world to fit our heightened state of spiritual consciousness. No need to tell anyone what to do or to organise anything, it will just happen. In doing so, the dark stuff within our lives will magically disappear! The Cult secretly fear the average John and Jane Doe, otherwise, why would they go to such enormous lengths of covert control, merely to alter our perception of reality? Why would they expend all this effort to create dramas to lead us away from ourselves? That is the biggest question in this book and the greatest story rarely told is simply this – we are powerful, beyond measure and beyond control, once we truly understand ourselves. We must understand ourselves before we can understand others and the world. When that first step is taken, our outer reality fundamentally changes, synchronistic events pop in in and stuff plays out, one step at a time.

My two earlier missives, Beyond the 5 Senses[3] and All About the Wonderful You [4] explain what happens when we begin to see beyond the five senses of our perceptual 'ceiling' and how our external reality automatically re-configures itself within our new perceptions of self and consequent reality. In other words, life itself is so much bigger than we think it is. The success of the Cult has relied on their operatives being able to operate in the dark and shadowy interstices of society. We gave our power away because of our perceptions around fear. Whether it is through, wars, ego, famine or pestilence, we move into fear and the Control Grids are then able to deftly nudge us into doing their bidding. Don't forget, religion, friends and family, work, education, values, morals and ethics are all sub-programmes that run within the HTML code of the Control Grid.



From a wider spiritual perspective, however, everything is about to change in very significant ways. The fastidiousness of the Cult's Control Grid is fading away and their ability to filter our perception of consciousness and how we view reality is undergoing a re-programme. In other words, the use of subliminal advertising and mass mind control will equate to nothingness, because slowly, slowly, we are waking up to the grandness of ourselves and as we shine our light, the dark shadows scurry away. The implosion of light on planet Earth is just a matter of time and nothing can stop humanity from waking up, seizing the time and imagining a new beginning based on love and co-operation.

Humanity is deep into working out the puzzles of its enslavement. This explosion in awareness of consciousness in how things really work is waking many of us up. Many people across the globe now sense that life has dramatically changed. Time itself is experienced differently, everything happens much more quickly, and we are for the first time, finding ourselves. A new perception and awareness of consciousness is birthing within us, a brand-new reality. As a result of our awakening, we easily recognise the chains of our bondage, and it is at that single point we become free of control, deception and manipulation. The Control Grids of subliminal advertising, predictive programming and mass mind control are nothing more than wisps of smoke across the canvas of our consciousness. Outside that construct grid, a new dawn of humanity will emerge, Phoenix-like from the ashes, sooner rather than later.

About the Author:

I live in Wallasey, Merseyside NW England. We have 3 kids aged 16, 14 and 10 years old. We also have 2 cats which act as if they are Egyptian royalty. We try and live as simply as possible which basically means none of us are deeply into social media, three holidays a year and the latest i-this or i-that. The missus is very careful with the types of foods we consume and clothes we wear. The missus is very strict on the kids when it comes to consuming sweets, chocolates and biscuits. She ensures all the foods we consume do not contain artificial sweeteners, animal colourings or animal remains. Whenever possible, we eat affordable organic foods and as a family we follow a vegetarian diet. We try and stay away from (hospitals, clinics, GPs etc and prefer using homeopathy and other non-allopathic methods of healing. We do use hospitals and GPs from time to time but only in emergencies. We also stay well away from fluorides in our toothpaste and drink filtered water. We try and understand as much as we can about the origin of almost everything we buy, consume or come into contact with because that is the only way we can take decisions of consumption responsibly.

My current interests:

I also teach meditation, offer spiritual workshops and offer counselling to those undergoing spiritual emergence or spiritual emergency. My hobbies include amateur radio which enables me to fully understand the concepts of sound, frequency, vibration and resonance from a systems-wide perspective.

Education:

I entered Higher Education as a mature student. Prior to that I did many labouring jobs on building sites, worked as a motor vehicle technician and managed to happily survive lots of sometimes monotonous and boring factory jobs. For the most part I enjoyed what I was doing but the pay was always lousy, yet I learnt a lot about myself and others.

I left Higher Education with a PhD and MSc. from Imperial College, a BSc. (Hons) from Thames Polytechnic /University of Greenwich and a Cert. Ed. (Certificate in. Education), Post-16 (Further Education) Teaching qualification from Avery Hill, Eltham South London. I taught mostly

chemistry from GCSE to A-Level and general science. I found teaching exhausting and it was not what I expected. I did not stay around long enough to make a difference but in my later years and once again, I am both a teacher and messenger of sorts. This time around, I teach what I believe is Truth and I do not have to make any compromises to anyone on how I frame, define and understand my subject material or the world around me.

PhD studies:

I have been involved in radioactive aerosol deposition, transport and environmental fate studies seems like forever. My PhD research validated a few environmental variables used in Gaussian, atmospheric dispersion models aka the concept of ‘dry particle deposition velocity’. I used a variety of size-selective air samplers to quantify particle Vg and characterised several uniquely different radioactive air and soil particles. These particles were characterised by their extremely high radioactive content. I defined these particles as 'hot particles'. I collected many of these particles on my inverted Frisbee deposition collectors i.e. proof positive these were primarily airborne particles to at least 1m above ground level. Hot particles are defined by their radioactive content and can be ‘hot’ in plutonium or gamma emitters such as 137Cs, 134Cs and 60Co. Radiochemical analyses and counting were carried out at the Westlakes Research Institute, (Moor Row Cumbria). My fieldwork was carried out in the environs of the BNFL (British Nuclear Fuels Ltd) nuclear reprocessing plant (especially close to the old Windscale Piles) and as close to the cooling rods ponds that I dared. As an aside, it was surreal taking soil and air samples as a research student on a nuclear site with armed police and high fences amidst all that security! My thesis is not available from the British Library, and it can be obtained on a lend basis only from the Imperial College library. I think the contents of my thesis were too explosive for those at the top of the tree at the Sellafield nuclear reprocessing plant. When you finish your PhD, you write it up, defend it at viva-voce, do any corrections and if successful, awarded your doctorate. As part of the process, you make about five copies of your thesis and several copies are lodged at the British Library. It is here that the dissemination of your thesis is made possible within the academic and scientific communities, both locally and globally. I was awarded my doctorate in 1997 and my thesis was restricted to the Imperial College library only. I was not even aware that its dissemination had been restricted until many years later when I attempted to send a link to a

Russian scientist, also involved in the characterisation of hot particles! I understood that what I found within Sellafield would be controversial and as far as I could explain my own data, it appears there are several fugitive on-site emissions. The term ‘fugitive’ refers to the fact that they are un-documented, un-disclosed and un-regulated radioactive emissions. The second pearl of my scientific research was to question the use of a dry particle deposition velocity that had no reference within reality. The implications of my research suggest that all pollution monitoring for legislative purposes carried out by BNFL is simply wrong because the value of Vg assumed for airborne emissions are not adequate or protective enough to those living close to the environs of the Sellafield nuclear reprocessing plant. In all honesty, I had to fight to keep as much of this data within my thesis as possible and I had no help from my Imperial College supervisor. In brief, I found both aged and recent radioactive very 'hot' particles having activity signatures from the atomic bomb-making era of Windscale and also from recent day emissions. These emissions are literally flying below the radar of BNFL's radioactive discharge regulators. By default, any atmospheric dispersion modelling carried out either by BNFL or its regulators is simply wrong. I have the evidence because I determined a much higher value of Vg (dry particle deposition velocity). All atmospheric dispersion models use a value of 1 micron, aerodynamic size and I determined Vg to be between 1 - 2 orders of magnitude higher. Science is objective right? Why would they sequester and limit the dissemination of my thesis? I lost interest in this matter many years ago. The title of my thesis is ‘environmental characterisation of particulate-associated radioactivity deposited close to the Sellafield works (1997)’: Dr Ellis Induro Evans.

Master of science studies

During my Masters, I carried out particle-sizing wind tunnel experiments at the Silwood Park, Imperial College field station located near Ascot. I was interested in investigating the capture efficiency of mono-dispersed aerosol particles using different capture-cloths. The purpose of these experiments was to evaluate the existing but now defunct 'passive air samplers' used to monitor the air concentration of radioactive particles around the Sellafield site.

Following my wind tunnel experiments I determined the actual amount of radioactivity to different cloth types from a process called, Sea-to-Air-to-Land Transfer. Simply put, radioactivity discharged to the Irish becomes

enriched in spume (organic material within the sea) and is ejected then advected back to land. This radioactivity is incorporated into soil etc and is especially rich in the actinides, plutonium, americium and curium. My study site was an inland transect of beach at Saint Bees, Cumbria.

Batchelor of Science. (Honours) studies

My BSc final year research project determined the speciation of lead compounds collected in the playgrounds and classrooms of two London schools primarily using AAS (atomic absorption spectrometry). This was at a time when tetra-ethyl-lead (TEL) was used as an anti-knock agent in petrol engines. Interestingly, I found roughly the same aged speciation pattern of lead both inside and outside the school. This was consistent with other studies of this type that show that environmental pollutants collected inside and outside a building has similar speciation and concentrations. The contents of this work formed the first of my peer review research paper that was published. My time at Thames Polytechnic (later name-changed to the University of Greenwich) represent the best memories of my graduate life. The tutors were amazingly good at their jobs and the broad reach of subjects taught, put me in good stead to tackle the mostly, atmospheric physics /radiochemistry type research I pursued for my Masters, and PhD.

My first job after graduating with a PhD was back into garage work for a year, (long story). I then joined the Scientific Civil Service aka. MAFF (Ministry of Agriculture, Fisheries & Food). In 2000 (following MAFF's poor response to the foot and mouth incident) the radiological protection unit I was working in transferred to the newly opened Food Standards Agency (FSA) based in Holborn, Central London. During my time at the FSA, I worked in a variety of different scientific roles and each one gave me a set of skills which enabled me to get a clearer picture of the relationship between public interest, needs of industry and regulatory governance including UK rapporteur experience with the European Commission. Once again, I was blessed in working with an awful lot of good, intelligent and knowledgeable people who helped me 'fit in' as a scientist working in the Civil Service. I did not fit into office work simply because I had a different perspective to those around me. I learnt the art of objectivity and at some stage of my career found a reasonable life/work balance I was happy with.

I have about 25 years of experience as an environmental scientist with specialisms in, aerosol science, radiochemistry, radioactive 'hot' particle characterisation, soil chemistry, predictive modelling (Monte Carlo), atmospheric dispersion modelling (Gaussian) and heavy metal speciation studies.

Other books by the Author

Beyond the 5 Senses, My Experiential Journey Towards Spiritual Enlightenment: A Handbook for Spiritual Awakening, Dr Ellis I Evans, (2020)

Abstract:

This book is a personal account of my spiritual journey beyond the boundaries of the five senses including my 'dark night of the soul'. I write this book in service to others and to gladly shine a path in the knowing that those following will go much further and scale much greater heights. As foretold many thousands of years ago by the indigenous, shaman, seers and mystics of many tribes, the mass of humanity is moving towards a unification of spirit that is full of love, light and child-like awe. These awakening events herald the coming Golden Age of Enlightenment. In the not too-distant future, our seed thoughts as a species will embody co-operation over competition, collectivism over greed and freedom over fear.

Yet, our 'pre-sent' world and its consciousness teeters on the brink of its own spiritual magnificence. Which way do we turn? Many of us dither and potter about, lost in the minutiae of our daily lives. This is particularly true for those caught up and entrained in their digital toys and social media platforms. Nonetheless, the pendulum between dark and light has miraculously shifted upwards to reveal a hitherto hidden world of deceit, deception and double-dealings. We are all presently caught up in the dynamics between the density of old energies and lightness of the new. It is clear from all the current geo-political intrigues occurring across the globe that the ones who have covertly ruled from the shadows are fighting for their very survival! The light that shines in our corner of the Cosmos is shining brightly and, against all odds, the worm has turned. Fear not and take heart because this gossamer-thin time-period between dark and light has entered its final phase. Very shortly, everything we thought we knew about anything is about to change. It will be akin to waking up from a sodden dream.

All about the Wonderful You: Awakening to the COVID-19 Tyranny, Climate Change & Mass Mind Control of Society, Dr Ellis I Evans, (2022)

Abstract:

This is a story about the true nature of mankind in these most auspicious of times. Humanity is on the cusp of a global spiritual awakening that will change everything we thought we knew about anything! Simply put, we are in the throes of a grand increase in awareness of consciousness! Large segments of the population are waking up to a new world and feeling differently about everything. This is due to our awakening and all of us are being given the choice to transition from a 3rd dimensional reality to a 5th dimensional reality. Dimensions can be defined as 'constructs of consciousness' and I expand on this later. We presently live in a 3-dimensional reality, based on the duality of choice. In other words, we have the opportunity to choose to do this or to do that. The battle-cry, "I wage war to keep the peace" is familiar to those who listen to their politicians.

This battle-cry eloquently defines our current mind-set whereby we want to do this but when faced with a choice, we sometimes do the other. Society is also feverishly 'tweaking' many areas of its organisational interactions, including, religion, business, how we view others, relationships and spiritual sovereignty. The reason why everything is in a state of flux and dramatic change is the simple fact that we are awakening and as we awaken, we need to fix, alter and amend all of it. I define a 5th dimensional reality as humanity coming together in co-operation rather than confrontation. Our Ancient Mayans prophesised these events thousands of years ago.

A Conspiracy of Silence', The Hidden Dangers of Mobile Phones, Wi-Fi and 5G: How to protect yourself from the unspoken dangers of digital consumer products'

Abstract:
The topic I explore relates to a conspiracy of silence from standards-setting bodies, government health regulators and the telecommunications industries from the biological harm that result from our use of digital consumer products i.e., mobile phones, smart-TVs, smart meters and tablets etc. All these devices use microwave radiation to either connect to each other or to mobile phone networks. I show that governments and their health regulators already knew from the data obtained from radar workers from the 1930s onwards that exposure to microwave radiation is biologically harmful and carcinogenic. I prove the "silent conspiracy" between standards-setting bodies, governments and the telecommunication industries by detailing recent data from the NTP (National Toxicology Programme) rodent cancer study which was completed in 2018. The NTP is part of the NIH (National Institute of Health) and is tasked by the American government to answer questions of biological safety from new substances or technologies. The NTP rodent cancer study cost $25,000,000 to complete over a twenty-year period. Key findings of this work show "clear evidence" that exposure to microwave radiation is carcinogenic. The findings of these studies have also been largely ignored by the U.S. FDA (Food and Drink Administration) which is very strange because it is they who asked this question back in 1999. The ICNIRP (International Commission on Non-Ionising Radiation & Protection). The conspiracy of silence between governments and the ICNIRP take strange twists when we delve into the conflicts of interests between the ICNIRP and government health regulators such as Public Health England.

When we explore the basis of ICNIRP science in these issues, it is clear that we have to 'fearlessly tumble down the rabbit hole' in order to understand what is really going on. For example, few people know that microwave radiation was designated a Class 2B carcinogen by the World Health Organisation in 2011. Even fewer people understand that the frequencies used in their microwave ovens are the very same frequencies that are used in mobile phones, Wi-Fi, tablets and computers. I detail what happens to our biology when bombarded with microwave radiation. I show scientific evidence that suggests the recent rise in ASD (autism spectrum disorder), PDA, (pathological demand avoidance), school refusal, young people suicide clusters, stress, anxiety, self-harm and depression rates within society can be reduced to a single denominator, the large-scale introduction of microwave frequencies used in mobile phone telephony, mobile phone networks, Wi-Fi and tablet use. I also link the effects of microwave radiation on our biology by assessing our fecundity as a species in which sperm rates, motility and mobility have drastically declined. Concurrent with this, fewer women experience full term pregnancies

without hospital intervention. I finish exposure to microwave radiation adverse biological effects by discussing the rise of individuals diagnosed with EHS, (electro-hyper-sensitivity) and the

Rachel Carson, 'Silent-Spring' implications on our natural environment. Significantly, since mobile phone technologies were introduced, we have seen a loss of our pollinating insects, particularly bees, birds and farm stock. I provide evidence-based conclusions on all these issues which are systematically ignored by governments and the telecommunication industries. I argue strongly that based on the adverse biological effects from 2nd, 3rd and 4th generation of modern mobile phone telephony that we as a society, must be fully informed of all these effects before the 5th generation of mobile phone telephony, i.e., 5G becomes fully functional. I spend some time looking at the power density flux of millimetre-wave frequencies that will adversely affect our biology in much shorter time scales compared to earlier iterations of microwave radiation use and what 5G means for society in general. The real point of this book is to boldly state that we cannot rely on governments to give us full and informed consent in anything related to biological safety. I strongly argue that before we consent to using a new technology or indeed, a novel concept of vaccine, we must have full information on what is already known about that technology, including its consequences. In short, this book is about how to find out what the real issues are, what is 'candy-coated', several inconvenient truths and a real and user-friendly risks and hazards advice to consumers on how to protect yourself from microwave radiation.

Connect with Author

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3.**Beyond the 5 Senses My Experiential Journey Towards Spiritual Enlightenment: A Handbook for Spiritual Awakening**

4. All About the Wonderful You: Awakening to the COVID-19 Tyranny, Climate Change and Mass Mind Control of Society